

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22180e/22	<b>Title of course:</b> Administrative Capacities for ESIF
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Ongoing evaluation: Continuous assessment of activity in consultation 40% Final written assessment (written exam): 60%	
<b>Student workload:</b> 104 hours in total, of which: 20 hours participation in consultations 32 hours self-study 52 hours preparation for exam	
<b>Teaching results:</b> The aim of the course is to provide students with the latest knowledge in the field of European Structural and Investment Funds – ESIF management, ESIF monitoring, ESIF evaluation, information and communication, networking, complaint handling, control and audit ESIF. To enable the acquisition of skills in the processing and implementation of projects financed from ESIF. <b>Knowledge:</b> Theoretical and especially practical knowledge and understanding of knowledge related to the issues of European Structural and Investment Funds, their importance, development and implementation in specific conditions, understand the application of European Structural and Investment Funds. <b>Competence:</b> Ability to work with information - search for it, select, analyze and synthesize with a focus on its use in the management and implementation of European Structural and Investment Funds. <b>Skill:</b> Ability to apply the instrumentation of the European Structural and Investment Funds to a specific project, critically evaluate the situation, propose solutions to the problems of the European Structural and Investment Funds at a tactical and strategic level.	
<b>Indicative content:</b> Consultation: The essence, goals, meaning and tasks of ESI Funds, relevant legislation in the EU and in the Slovak Republic. Basic definitions and terms used in ESI Funds. Project cycle in ESIF. Possibilities of support for entrepreneurs from ESI Funds.	

ITMS 2014+. Introductory parts of the call in the ESI Funds system.  
Call in the ESIF system.  
Method of obtaining support from ESI Funds. Implementation of support from ESIF.  
Public procurement within ESI Funds projects. Non - repayable financial contribution agreement.  
Introductory parts from the use of financial analysis in ESI Funds.  
Use of financial analysis in ESI Funds.  
ESI Funds Management. ESI Funds monitoring.  
Evaluation of ESIF. Project control in ESIF. Information and communication. Networking.  
Complaints handling, control and audit of ESI Funds.  
New trends in the field of ESIF. New programming periods.  
Self-study:  
ESIF - legislation, search for information sources and preparation of documents for ESIF.  
Basic definitions and terms used in ESI Funds - application to the conditions of a specific call / company.  
Project cycle in ESI Funds - application to the conditions of a specific call / company.  
Possibilities of support for entrepreneurs from ESI Funds - finding a suitable activity and application to the conditions of a specific call / company.  
ITMS 2014+ - work in the system, searching for information in the ITMS 2014+ system  
Basic information from the call and their application to the conditions of a particular company.  
Preparation of the formal page of the project in connection with the information from a specific call and their application to the conditions of a specific company.  
Preparation of the content page of the project in connection with the information from a specific call and their application to the conditions of a specific company.  
Obtaining support from ESI Funds and implementing the project from ESI Funds. Application to the conditions of a specific challenge and a specific company.  
Public procurement within ESI Funds projects. Non - repayable financial contribution agreement.  
Application to the conditions of a specific challenge and a specific company.  
Use of financial analysis in ESI Funds.

**Support literature:**

Elementary literature:

PAUHOFOVÁ, I. - STANĚK, P. - STEHLÍKOVÁ, B.: SMART regióny v Slovenskej republike - možnosti a realita. Praha : Wolters Kluwer, 2019. ISBN 978-80-7598-418-0

TOMÁŠEK, M. a spol.: Právo Evropské unie. Praha : Leges, 2021. ISBN 978-80-7502-491-6

SLOSARČÍK, I.: Právní a politický rámec Evropské unie. Praha : Wolters Kluwer, 2020. ISBN 978-80-7598-624-5

HAGEMANN, CH.: EU Funds in the New Member States: Party Politicization, Administrative Capacities, and Absorption Problems after Accession. 2019. London: Palgrave Macmillan. ISBN 978-3030020910

OECD: OECD Public Governance Reviews Tackling Fraud and Corruption Risks in the Slovak Republic A Strategy with Key Actions for the European Structural and Investment Funds. 2019. Paris: OECD. ISBN 978-9264568167

OECD: OECD Multi-level Governance Studies Strengthening Governance of EU Funds under Cohesion Policy Administrative Capacity Building Roadmaps. 2020. Paris: OECD. ISBN 978-9264621831

STEPHENSON, P. - SÁNCHEZ-BARRUECO, M. – ADEN, H.: Financial Accountability in the European Union: Institutions, Policy and Practice. 1st Edition, 2020. London: Routledge. ISBN 978-0367321093

**Syllabus:**

Consultation:

The essence, goals, meaning and tasks of ESI Funds, relevant legislation in the EU and in the Slovak Republic.  
 Basic definitions and terms used in ESI Funds.  
 Project cycle in ESIF.  
 Possibilities of support for entrepreneurs from ESI Funds.  
 ITMS 2014+. Introductory parts of the call in the ESI Funds system.  
 Call in the ESIF system.  
 Method of obtaining support from ESI Funds. Implementation of support from ESIF.  
 Public procurement within ESI Funds projects. Non - repayable financial contribution agreement.  
 Introductory parts from the use of financial analysis in ESI Funds.  
 Use of financial analysis in ESI Funds.  
 ESI Funds Management. ESI Funds monitoring.  
 Evaluation of ESIF. Project control in ESIF. Information and communication. Networking.  
 Complaints handling, control and audit of ESI Funds.  
 New trends in the field of ESIF. New programming periods.  
 Self-study:  
 ESIF - legislation, search for information sources and preparation of documents for ESIF.  
 Basic definitions and terms used in ESI Funds - application to the conditions of a specific call / company.  
 Project cycle in ESI Funds - application to the conditions of a specific call / company.  
 Possibilities of support for entrepreneurs from ESI Funds - finding a suitable activity and application to the conditions of a specific call / company.  
 ITMS 2014+ - work in the system, searching for information in the ITMS 2014+ system  
 Basic information from the call and their application to the conditions of a particular company.  
 Preparation of the formal page of the project in connection with the information from a specific call and their application to the conditions of a specific company.  
 Preparation of the content page of the project in connection with the information from a specific call and their application to the conditions of a specific company.  
 Obtaining support from ESI Funds and implementing the project from ESI Funds. Application to the conditions of a specific challenge and a specific company.  
 Public procurement within ESI Funds projects. Non - repayable financial contribution agreement.  
 Application to the conditions of a specific challenge and a specific company.  
 Use of financial analysis in ESI Funds.

**Language whose command is required to complete the course:**

Slovak

**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:** Ing. Jozef Lukáč, PhD., doc. Ing. Jana Simonidesová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h.

c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22167e/22	<b>Title of course:</b> Behavioral Economics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> - elaboration of a semester assignment – 20% - results of semester test – 20% - results of final written exam – 60%	
<b>Student workload:</b> - participation in consultation – 20 h - self-study – 32 h - preparation for consultation – 13 h - elaboration of a semester assignment – 13 h - preparation for semester test – 13 h - preparation for exam – 13 h	
<b>Teaching results:</b> Knowledge: - knowledge of different decision making theories and basic models, - understanding the principles and key theories of behavioral economics, - identification of psychological pitfalls in decision making. Competences: - professional competences developed by the ability to identify decision making problems and propose appropriate procedures for their solution, - personal competencies deepened by knowledge of psychological aspects of decision making, - social competences developed through knowledge of irrationalities in human behavior, social interactions and role-playing. Skills: - the ability to distinguish among different types of decision making situations and to design the process of their solution, - ability to apply the principles of behavioral economics in selected economic disciplines, - development of variant thinking in the creation of variants of solving a decision making situation.	
<b>Indicative content:</b> Consultation: Introduction to behavioral economics and its development. Theories of decision making and types of decision making processes.	

Structure of decision making process, identification of decision making problems.  
Selection of decision criteria.  
Creation of solutions of variants and determining their consequences.  
Multicriteria evaluation of variants.  
Rational choice versus the concept of bounded rationality.  
Heuristics and biases.  
Prospect theory.  
Group decision making, conflicts and negotiations.  
Principles of behavioral economics in business and marketing.  
Behavioral finance.  
Other application areas of behavioral economics.  
Self-study:  
Introduction to the study, test of cognitive thinking.  
Ordinary versus managerial decision making and the place of behavioral economics in this context.  
Identification of types of decision making processes.  
Analysis of decision problems.  
Selection of decision criteria and measurement of qualitative criteria.  
Creation and evaluation of decision variants.  
Semester test.  
The problem of bounded rationality and irrationality in decision making.  
Heuristics in practice.  
Application of prospect theory on specific examples.  
Simulation of negotiation.  
Application of behavioral economics in business and marketing.  
Application of behavioral economics in investing.

**Support literature:**

Elementary literature:

1. KAHNEMAN, D. 2019. Myslenie, rýchle a pomalé. Bratislava : Aktuell, 2019. ISBN 978-80-8172-056-7.
  2. THALER, R. H. 2017. Neočekávané chování: Příběh behaviorální ekonomie. Praha: Argo, Dokořán, 2017. ISBN 978-80-7363-838-2.
  3. FOTR, J. a kol. 2016. Manažerské rozhodování. Postupy, metody a nástroje. Praha : Ekopress, 2016. ISBN 978-80-878-6533-0.
- Supplementary literature:
4. BADDELEY, M. 2017. Behavioural Economics. Oxford: Oxford University Press, 2017. ISBN 978-0-19-875499-2.
  5. SIBONY, O. 2020. Chystáte se udělat strašnou chybu! Jak kognitivní skreslení kazí váš byznys a jak to můžete změnit. Brno: Jan Melvil Publishing, 2020. ISBN 978-80-7555-115-3.
  6. BRIDGE, J., DODDS, J. C. 2018. Managerial Decision Making. Routledge, 2018. ISBN 978-13-512-0045-5.
  7. DOBELLI, R. 2012. Die Kunst des klugen Handelns. Mníchov : Carl Hanser, 2012. ISBN 978-80-7429-356-6.

**Syllabus:**

Consultation:

Introduction to behavioral economics and its development.  
Theories of decision making and types of decision making processes.  
Structure of decision making process, identification of decision making problems.  
Selection of decision criteria.  
Creation of solutions of variants and determining their consequences.

Multicriteria evaluation of variants.  
 Rational choice versus the concept of bounded rationality.  
 Heuristics and biases.  
 Prospect theory.  
 Group decision making, conflicts and negotiations.  
 Principles of behavioral economics in business and marketing.  
 Behavioral finance.  
 Other application areas of behavioral economics.  
 Self-study:  
 Introduction to the study, test of cognitive thinking.  
 Ordinary versus managerial decision making and the place of behavioral economics in this context.  
 Identification of types of decision making processes.  
 Analysis of decision problems.  
 Selection of decision criteria and measurement of qualitative criteria.  
 Creation and evaluation of decision variants.  
 Semester test.  
 The problem of bounded rationality and irrationality in decision making.  
 Heuristics in practice.  
 Application of prospect theory on specific examples.  
 Simulation of negotiation.  
 Application of behavioral economics in business and marketing.  
 Application of behavioral economics in investing.

**Language whose command is required to complete the course:**

slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 8

A	B	C	D	E	FX
12.5	0.0	12.5	25.0	50.0	0.0

**Lecturer:** doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KKM PHF/PPK22470e/22	<b>Title of course:</b> Business Analytics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> continuous written work written exam <ul style="list-style-type: none"> <li>• written examination on PC - 40 %</li> <li>• written examination of knowledge on a PC (exam) - examples - 30 %</li> <li>• written examination of knowledge on PC (exam) - theory - 30 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in consultations - 20 hours</li> <li>• self-study - 32 hours</li> <li>• preparation for continuous written work - 52 hours</li> <li>• preparation for exam - 52 hours</li> </ul> Total: 156 hours	
<b>Teaching results:</b> The main educational goal of the course is to provide students with knowledge in the field of optimization models and other models or techniques of operational research applicable to business analyses, as well as solving other economic problems of inventory control, queuing theory, renewal theory, but also network theory and efficiency of production units, to acquaint students with the basic paradigms of game theory with a focus on antagonistic and non-antagonistic games, games of two players with zero and non-zero sum in pure and mixed strategies. After completing the course, the student will be able to solve even more sophisticated analytical tasks and know how to effectively implement them in terms of business practice. <b>Knowledge:</b> The student will master the theoretical knowledge in the field of optimization methods and other methods of operational research that can be implemented in business analysis. Specifically, these are selected models of queuing theory, inventory theory, renewal and reliability of equipment, optimization tasks on graphs, models of data envelopment analysis or matrix games in pure or mixed strategies. <b>Skills:</b> The student will be able not only to solve problems in the field of optimization or operational research, but also to implement their results in practice. He will be able to model the state of inventory, solve problems of collective service, but also to model reliability and solve the problem	

of equipment renewal in the company. He will also be able to determine the efficiency of production units, model network flows, and also to make simple decisions in an antagonistic environment (game theory), or follow optimal, or at least pseudo-optimal strategies.

Competence:

After completing the course, the student is able to create models, optimize their parameters and interpret their outputs as a support for operational and strategic management. He will be able to analytically evaluate various states and phenomena arising in antagonistic (competing companies) and non-antagonistic (cooperating companies) conditions of business practice.

The knowledge acquired in this subject also represents the basis for future research and development activities, as well as successful completion of quantitative subjects at the third degree of study at the university.

**Indicative content:**

Consultations:

Implementation of optimization models and techniques of operational research in business analysis.

Queuing theory models.

Queuing theory models and their use in practice (case study).

Inventory theory models.

Inventory theory models and their use in practice (case study).

Models of reliability and renewal of machines and equipment.

Reliability models and models of renewal of machines and equipment (case study).

Basic tasks of network analysis.

Network optimization, distribution networks (case study).

Data Envelopment Analysis (DEA).

Introduction to Game theory.

Non-zero-sum games.

Pure and mixed strategies (case study).

Self-study:

Business analyses and creation of models.

One and multiple servers' models without queue.

One and multiple servers' models with queue.

Deterministic inventory model without deficit. Production model. Discount model.

Deterministic inventory model with deficit with lost consumption. Deterministic inventory model with deficit with deferred consumption.

Optimization of renewal models depending on the costs associated with the maintenance of resources. Optimization of renewal models depending on the costs associated with planned and unplanned renewal.

Renewal models with simple and extended reproduction.

Ford-Fulkerson extension path algorithm.

Ford-Fulkerson residual network algorithm. Max flow / min cut theorem.

Data Envelopment Analysis (DEA) models.

Matrix method and AHP method.

Game theory two-person game types.

Game theory pure and mixed strategies game types.

**Support literature:**

Elementary literature:

1. BREZINA, Ivan - PEKÁR, Juraj. Úvod do operačného výskumu I.. Bratislava : Vydavateľstvo Letra Edu, 2018. ISBN 978-80-89962-17-4.

2. BREZINA, Ivan - PEKÁR, Juraj. Úvod do operačného výskumu II.. 1. vydanie. Bratislava : Letra Edu, 2019. ISBN 978-80-89962-28-0.

3. CHOCHOLATÁ, M. – ČIČKOVÁ, Z. – FURKOVÁ, A. 2008. Operačná analýza (Zbierka príkladov). Bratislava : IURA Edition, 2008.
  4. TAHA, H.A. 2017. Operations Research: An Introduction. 10th Edition. Pearson, 2017.
  5. SAATY, T. L. – VARGAS, L. G. 2012. Models, Methods, Concepts & Applications of the Analytic Hierarchy Process. 2nd Edition. Springer US, 2012.
- Supplementary literature:
6. CHOCHOLATÁ, Michaela. Lineárne programovanie pre manažérov. Recenzenti: Juraj Pekár, Martin Dlouhý. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2013. 234 s. [14,02 AH]. ISBN 978-80-225-3562-5.
  7. ČIČKOVÁ, Zuzana - FIGUROVÁ, Dana - GOGA, Marián - KUCHARČÍK, Rudolf - SEQUEIRA LOPEZ, Allan Jose - PEKÁR, Juraj - STREŠŇÁKOVÁ, Anna - ZAGIBA, Matej. Vybrané aplikácie teórie hier. 1. vydanie. Bratislava : Letra Edu, 2019. ISBN 978-80-89962-46-4.
  8. BREZINA, Ivan - PEKÁR, Juraj. Operačná analýza v podnikovej praxi. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2014. ISBN 978-80-225-4012-4.
  9. COOPER, W.W. – SEIFORD, L. M. – ZHU, J. 2011. Handbok on Data Envelopment Analysis. 2nd Edition. Springer US, 2011.

### **Syllabus:**

#### Consultations:

Implementation of optimization models and techniques of operational research in business analysis.

Queuing theory models.

Queuing theory models and their use in practice (case study).

Inventory theory models.

Inventory theory models and their use in practice (case study).

Models of reliability and renewal of machines and equipment.

Reliability models and models of renewal of machines and equipment (case study).

Basic tasks of network analysis.

Network optimization, distribution networks (case study).

Data Envelopment Analysis (DEA).

Introduction to Game theory.

Non-zero-sum games.

Pure and mixed strategies (case study).

Self-study:

Business analyses and creation of models.

One and multiple servers' models without queue.

One and multiple servers' models with queue.

Deterministic inventory model without deficit. Production model. Discount model.

Deterministic inventory model with deficit with lost consumption. Deterministic inventory model with deficit with deferred consumption.

Optimization of renewal models depending on the costs associated with the maintenance of resources. Optimization of renewal models depending on the costs associated with planned and unplanned renewal.

Renewal models with simple and extended reproduction.

Ford-Fulkerson extension path algorithm.

Ford-Fulkerson residual network algorithm. Max flow / min cut theorem.

Data Envelopment Analysis (DEA) models.

Matrix method and AHP method.

Game theory two-person game types.

Game theory pure and mixed strategies game types.

<b>Language whose command is required to complete the course:</b> Slovak					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 2					
A	B	C	D	E	FX
0.0	0.0	50.0	50.0	0.0	0.0
<b>Lecturer:</b> Ing. Matej Hudák, PhD., Dr. h. c. prof. RNDr. Michal Tkáč, CSc.					
<b>Date of the latest change:</b> 28.02.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22108e/22	<b>Title of course:</b> Communication and Managerial Skills
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Team semester assignments, continuous test Combined exam The team for processing semester assignments consists of 2 members and the selection of team members will be made randomly. The evaluation of semester assignments is performed as a team. All team members receive the same rating. <ul style="list-style-type: none"><li>• elaboration and presentation of team semester assignments - 30%</li><li>• activity - 10%</li><li>• final written test and oral exam - 60%</li></ul>	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• Participation in consultations: 20 hours</li><li>• Self-study: 32 hours</li><li>• Preparation of semester assignments: 13 hours</li><li>• Preparation for the final evaluation: 39 hours</li></ul> Total: 104	
<b>Teaching results:</b> Knowledge: <ul style="list-style-type: none"><li>- to know the models of interpersonal communication, forms of communication</li><li>- to understand persuasion strategies</li><li>- to compare and apply various approaches in problem communication</li><li>- to apply the style of leadership</li><li>- to know the techniques and methods of time management</li></ul> Skill: <ul style="list-style-type: none"><li>- rhetorical skills</li><li>- preparation of documents</li><li>- ability to persuade</li><li>- conflict solving</li><li>- organize work tasks and delegate work tasks</li></ul> Competence: <ul style="list-style-type: none"><li>- communication competence - verbal, non-verbal and paraverbal communication in different work situation</li></ul>	

- competence to lead formal interviews (selection interview, evaluation interview, persuasion, conflict resolution, negotiation)
- ability to use the techniques and tools of time management in selfmanagement and task organization

**Indicative content:**

Consultation:

Communication and managerial skills for career development. Introduction – requirements.

Mind map.

Active listening.

Verbal readiness – exercise.

Nonverbal communication.

Communication with employees – role playing.

Interview in managerial work. Selection interview. Feedback. Praise, criticism, constructive criticism.

Individual presentation – speech of manager.

Persuasive arguments.

Documents in organization (business offer of a new product, addressing new clients, complaint, answer to a complaint, positive and negative answer to a job seeker, job reference). Formulation of statements.

Models of conflict solving at a workplace. Passive, aggressive and assertive reaction. Stress management.

Time management techniques and tools.

Negotiation – role playing.

Self-study:

Communication and managerial skills – introduction.

Introduction to communication. Interpersonal communication.

Forms of communication I.: verbal and paraverbal communication.

Forms of communication II.: Nonverbal communication.

Communication in organization.

Oral communication. Selection interview. Feedback. Assessment interview. Meetings.

Development of presentation skills. Speech.

Persuasion – strategies and techniques.

Written communication – formal documents, business letters, specifics of electronic communication.

Problem communication – conflict solving in organizations. Mediations. Assertiveness, aggressivity and passivity.

Leadership and style of leadership

Time management.

Time management techniques and tools.

Negotiation.

**Support literature:**

**Syllabus:**

Consultation:

Communication and managerial skills for career development. Introduction – requirements.

Mind map.

Active listening.

Verbal readiness – exercise.

Nonverbal communication.

Communication with employees – role playing.

Interview in managerial work. Selection interview. Feedback. Praise, criticism, constructive criticism.  
 Individual presentation – speech of manager.  
 Persuasive arguments.  
 Documents in organization (business offer of a new product, addressing new clients, complaint, answer to a complaint, positive and negative answer to a job seeker, job reference). Formulation of statements.  
 Models of conflict solving at a workplace. Passive, aggressive and assertive reaction. Stress management.  
 Time management techniques and tools.  
 Negotiation – role playing.  
 Self-study:  
 Communication and managerial skills – introduction.  
 Introduction to communication. Interpersonal communication.  
 Forms of communication I.: verbal and paraverbal communication.  
 Forms of communication II.: Nonverbal communication.  
 Communication in organization.  
 Oral communication. Selection interview. Feedback. Assessment interview. Meetings.  
 Development of presentation skills. Speech.  
 Persuasion – strategies and techniques.  
 Written communication – formal documents, business letters, specifics of electronic communication.  
 Problem communication – conflict solving in organizations. Mediations. Assertiveness, aggressivity and passivity.  
 Leadership and style of leadership  
 Time management.  
 Time management techniques and tools.  
 Negotiation.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX
85.71	14.29	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Cecília Olexová, PhD., prof. Ing. Bohuslava Mihalčová, PhD. & PhD., EUR ING.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22231e/22	<b>Title of course:</b> Consumer Theories and Realities
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> assignment, continuous test oral examination continuous tests - 20 % assignment presentation - 20 % oral exam - 60 %	
<b>Student workload:</b> work and participation in consultation = 10 hours self-study = 16 hours processing of semester assignments = 13 hours preparation for the test = 13 hours preparation for the exam = 26 hours Total: 78 hours	
<b>Teaching results:</b> The aim of the course is based on theories of consumer behavior to create effective economic and marketing strategies applicable in today's highly competitive environment. <b>Knowledge:</b> Understanding of basic aspects consumers' behavior development from important age and regional point of view. The implementation of obtained knowledge to increase the consumer satisfaction, with market success of organizations. <b>Competence:</b> After completing the course, students will be able to work with information about consumers' behavior in order to create conditions for sustainable consumption and sustainable marketing, too. <b>Skill:</b> Students will acquire the skills of looking at the phenomena, things, events, examples of good practice in the field of the consumer rights and consumer protection, whether at the level of the Slovak Republic, the EU, respectively. in a broader context. These reflect the growing awareness of the consumer public, but also of the understanding of the place of consumer theories and realities in business. Students will also gain experience in applying these principles in practice at the macro, meso and micro levels, as well as the possibility of integration between the three levels and the penetration of consumer protection and the economy in the new globalized environment.	
<b>Indicative content:</b> Consultations: Consumer and consumer theory - meaning, principles, goals, parameters, models and tools.	

Consumer organizations - legal aid for consumers, European Consumer Center  
EU consumer protection  
Consumer marketing, concept 4 C, customer care  
Consumption and sustainable consumption trends  
Measuring customer satisfaction.  
Expert lecture  
Field-work  
Consumer-civic network  
Conflicts between consumer theories of premises  
Consumer education  
Summary of knowledge, summary of essential recommendations for business practice  
Self-study:  
Comparison of consumer organizations, their scope.  
Selection of a specific subject for the presentation of positive and negative experiences.  
Preparation for continuous presentation of basic knowledge.  
Comparison of EU and US consumer protection in theory and practice.  
Concept 4 C, customer care.  
Consumption and sustainable consumption trends  
Work in the future - evaluation of the obtained observations. Consumer-civic network  
Conflicts between consumer theories of premises.  
Consumer education.

**Support literature:**

Elementary literature:

SOLOMON, M. R. et al. (2019). Consumer Behaviour. A European Perspective. London: Pearson Education Limited, 2019. ISBN 978-1292245423.

DZUROVÁ, M. a kol. (2007). Spotřebitel'ské teórie a realie. Bratislava: Vydavateľ'stvo EKONÓM, 2007. 293 s. ISBN 978-80-225-2327-1

LANTOS, G. P. (2010). Consumer Behavior in Action. Real-life Applications for Marketing Managers. New York: Routledge, 2010. 648 p. ISBN 9781317473848.

Supplementary literature:

REYNOLDS, T. J. – OLSON, J. C. (2001). Understanding Consumer Decision Making: A Means End Approach to Marketing and Advertising Strategy. Routledge, 2001. 466 p. ISBN 978-0805817317.

SRBOVÁ, A. - VOJTKO, V. (2011). Spotřebitel'ské teorie a realie. Jihočeská univerzita v Českých Budějovicích, Ekonomická fakulta, 2011. 146 s. ISBN 978-80-7394-266-3

**Syllabus:**

Consultations:

Consumer and consumer theory - meaning, principles, goals, parameters, models and tools.

Consumer organizations - legal aid for consumers, European Consumer Center

EU consumer protection

Consumer marketing, concept 4 C, customer care

Consumption and sustainable consumption trends

Measuring customer satisfaction.

Expert lecture

Field-work

Consumer-civic network

Conflicts between consumer theories of premises

Consumer education

Summary of knowledge, summary of essential recommendations for business practice

Self-study:

Comparison of consumer organizations, their scope.

Selection of a specific subject for the presentation of positive and negative experiences.

Preparation for continuous presentation of basic knowledge.

Comparison of EU and US consumer protection in theory and practice.

Concept 4 C, customer care.

Consumption and sustainable consumption trends

Work in the future - evaluation of the obtained observations. Consumer-civic network

Conflicts between consumer theories of premises.

Consumer education.

**Language whose command is required to complete the course:**

Slovak

**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:** Ing. Erika Kurimská Pajerská, PhD.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22110e/22	<b>Title of course:</b> Corporate Risk Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Midterm written exams Final written exam Midterm evaluation: midterm written exams - 40% of course (total points 40) Final written exam: final written exam - 60% of course (total points 60)	
<b>Student workload:</b> participation consultation - 20 hours preparation for consultation - 13 hours self-study - 32 hours preparation for midterm written exams - 28 hours preparation for the final exam - 37 hours Total: 130 hours	
<b>Teaching results:</b> The aim of the course is to provide comprehensive concepts of risk management in companies for students. The course provides an overview and interpretation of tools to understand and master the theoretical and practical knowledge related to the identification, analysis, measurement, and assessment of risk. The course also focuses on use of new methods and tools of risk management for selection of appropriate strategies. <b>Knowledge:</b> The graduate will gain knowledge about corporate risk management. The knowledge covers development of risk management concepts, methods of risk identification and analysis, as well as models for risk measurement and risk assessment. Case studies analyses helps graduate to understand the basic strategies of risk management. <b>Skill:</b> The graduate will be able to create economic models using spreadsheets and apply mathematical and statistical tools to business processes. Skillset also encompasses mastering the probability theory and uncertainty estimation. Other abilities include identification, measurement, and assessment and management of corporate risks. <b>Competence:</b>	

The graduate will master the rules and procedures of creating economic models with elements of uncertainty and risk. They will master the process of design and assessment of economic models and simulations. The graduate will be able to provide recommendation for the transfer, reduction and elimination of risks and other economic problems.

**Indicative content:**

Consultations:

Introduction to probability theory

Basic concepts of risk

Risk classification

Identification of risks in the company

Risk analysis

Risk assessment

Selection of risk variants

Risk management

Tree diagrams

Expert methods of risk assessment

Monte Carlo simulation

Methods of risk treatment

Other methods of risk reduction

Self-study:

Introduction to probability theory. Classical definition of probability.

Probability of Multiple Random Variables. Joint and union probability, probability of dependent and independent phenomena.

Conditional probability, Bayes' theorem.

Discrete random variable. Discrete distributions and their application in risk analysis.

Continuous random variable. Continuous distributions and their application in risk analysis.

Preparation for midterm exams I.

Use of MS Excel for economic analysis.

Creation of models using MS Excel.

Sensitivity analysis using MS Excel.

Scenario planning using MS Excel.

Monte Carlo simulation. Monte Carlo simulation procedure. Monte Carlo simulation in MS Excel.

Rules of decision-making in conditions of risk. Case Study I: Risk assessments using descriptive characteristics: percentiles, median, mode, skewness, sharpness.

Preparation for Midterm exam II.

**Support literature:**

Elementary literature:

1. TKÁČ, M. - TKÁČ, M. Podnikové riziká I : posudzovanie a zaobchádzanie s rizikom. 1. vyd. Bratislava: Ekonóm, 2016. 202 s. ISBN 978-80-225-4330-9.

2. PELIKÁN Š. Pravděpodobnost: cvičení Pedagogická fakulta UJEP, 1996 – 137s

3. LEHMAN, Dale; GROENENDAAL, Huybert. Practical Spreadsheet Modeling Using@ Risk. CRC Press, 2019

4. TICHÝ, Milík. Ovládání rizika: analýza a management. Nakladatelství CH Beck, 2006.

5. FOTR, Jiří; HNILICA, Jiří. Aplikovaná analýza rizika. Praha, Grada Publishing, 2014.

6. SIVÁK, R., a kol. Riziko vo financiách av bankovníctve (5th vyd.). Bratislava: Sprint, 2018, 2.

Supplementary literature:

1. YOE, Charles. Principles of risk analysis: decision making under uncertainty (2 ed). CRC press, 2019.

2. LEHMAN, Dale; GROENENDAAL, Huybert; NOLDER, Greg. Practical spreadsheet risk modeling for management. CRC Press, 2011.

**Syllabus:**

Consultations:

Introduction to probability theory

Basic concepts of risk

Risk classification

Identification of risks in the company

Risk analysis

Risk assessment

Selection of risk variants

Risk management

Tree diagrams

Expert methods of risk assessment

Monte Carlo simulation

Methods of risk treatment

Other methods of risk reduction

Self-study:

Introduction to probability theory. Classical definition of probability.

Probability of Multiple Random Variables. Joint and union probability, probability of dependent and independent phenomena.

Conditional probability, Bayes' theorem.

Discrete random variable. Discrete distributions and their application in risk analysis.

Continuous random variable. Continuous distributions and their application in risk analysis.

Preparation for midterm exams I.

Use of MS Excel for economic analysis.

Creation of models using MS Excel.

Sensitivity analysis using MS Excel.

Scenario planning using MS Excel.

Monte Carlo simulation. Monte Carlo simulation procedure. Monte Carlo simulation in MS Excel.

Rules of decision-making in conditions of risk. Case Study I: Risk assessments using descriptive characteristics: percentiles, median, mode, skewness, sharpness.

Preparation for Midterm exam II.

**Language whose command is required to complete the course:**

Slovak

**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. Michal Tkáč, PhD., MBA

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible

for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KE PHF/PPE22116e/22	<b>Title of course:</b> Debt Financing
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> active participation on consultation, additional exercises, partial written exams, written exam · active participation on consultation – 10 % · elaboration of additional exercises – 10 % · partial written exams – 20 % · written exam – 60 %	
<b>Student workload:</b> participation in consultation – 20 hrs. · self-study – 32 hrs. · preparation for partial written exams – 22 hrs. · preparation for written exam – 30 hrs. Total: 104 hrs.	
<b>Teaching results:</b> The aim of the course is to acquire theoretical knowledge and practical skills in the field of debt financing of companies, especially through bank loans and guarantees, and to point out alternative financing options. Students will expand their knowledge in the field of corporate financial management and theory of loan decisions, including the practical application of acquired knowledge through the problem solving activities. <b>Knowledge:</b> · to understand the theory of loan decisions with the intention to expand knowledge of financial management of companies, · to gain deeper and more comprehensive knowledge about specific types of loans, · to know alternative forms of business financing, · to understand the principles of securing bank loans, · to understand the essence of corporate governance in debt conditions. <b>Skill:</b> · to analyze debt sources of corporate financing, · to compare and evaluate debt sources of corporate financing in accordance with the needs of the company, · to integrate the acquired knowledge into practical procedures when deciding on debt financing of a company,	

· to discuss current problems and their possible solutions.

Competence:

- the ability to think responsibly in the intentions of corporate debt financing,
- to evaluate critically alternative methods of corporate debt financing,
- to predict creatively the possibilities of corporate debt financing.

**Indicative content:**

Consultations:

Subject of debt financing and legal aspects of credit and credit financing.

Debt and debt financing of the company.

Credit decision-making in the financial decision-making of a company.

Bank loans as a tool of debt financing of the company - classification of bank loans, short-term loan financing.

Bank loans as a tool of debt financing of the company - long-term loan financing, methods of loan repayment.

Non-monetary loans of the company.

Alternative debt forms of business financing.

Company and bank in the process of credit management.

Securing of loans.

Financial management in terms of corporate debt.

Credit and interest rate risk management.

International loans and possibilities of their use in the company.

Bank loans in selected countries of the European Union.

Self-study:

Methods of debt interest.

Quantification of debt needs.

Debt costs.

Company debt limits.

Short-term loan financing - overdraft, promissory note loans.

Long-term loan financing - methods of loan repayment, current value of debt, mortgage loans.

Long-term loan financing - evaluation of the profitability of long-term loans.

Non-monetary loans of the company.

Alternative debt forms of business financing - factoring, forfaiting.

Alternative debt forms of business financing - financial leasing.

Bank loans for small and medium-sized enterprises in selected countries of the European Union.

Current issues in the field of corporate debt financing.

**Support literature:**

Elementary literature:

1. VALÁŠKOVÁ, K. – KOVÁČOVÁ, M. – KUBALA, P. Dlhové financovanie. Žilina : EDIS, 2019. 159 s. ISBN 978-80-5541-536-9.

2. WARD, A. M. Finance: Theory and Practice. 4th Edition. Chartered Accountants Ireland, 2020. 912 p. ISBN 978-1-912350-36-0.

Supplementary literature:

3. BAČOVÁ, M. Základy bankovníctva. Bratislava : Ekonóm, 2013. 164 s. ISBN 978-80-225-3586-1.

4. HYRÁNEK E. – JÁNOŠOVÁ, V. Dlhové financovanie. Praktikum. Bratislava : Ekonóm, 2012. 104 s. ISBN 978-80-225-3388-1.

5. ROGERS, S. Entrepreneurial Finance. Finance and Business Strategies for the Serious Entrepreneur. Fourth Edition. McGraw-Hill Education, 2020. 384 p. ISBN 978-12-6046-144-2.

6. HYRÁNEK, E. a kol. Dlhové financovanie. Bratislava : Ekonóm, 2012. 186 s. ISBN 978-80-225-3365-2.

7. Aktuálne vedecké a odborné články zaoberajúce sa súčasnými problémami z oblasti dlhového financovania.

**Syllabus:**

Consultations:

Subject of debt financing and legal aspects of credit and credit financing.

Debt and debt financing of the company.

Credit decision-making in the financial decision-making of a company.

Bank loans as a tool of debt financing of the company - classification of bank loans, short-term loan financing.

Bank loans as a tool of debt financing of the company - long-term loan financing, methods of loan repayment.

Non-monetary loans of the company.

Alternative debt forms of business financing.

Company and bank in the process of credit management.

Securing of loans.

Financial management in terms of corporate debt.

Credit and interest rate risk management.

International loans and possibilities of their use in the company.

Bank loans in selected countries of the European Union.

Self-study:

Methods of debt interest.

Quantification of debt needs.

Debt costs.

Company debt limits.

Short-term loan financing - overdraft, promissory note loans.

Long-term loan financing - methods of loan repayment, current value of debt, mortgage loans.

Long-term loan financing - evaluation of the profitability of long-term loans.

Non-monetary loans of the company.

Alternative debt forms of business financing - factoring, forfaiting.

Alternative debt forms of business financing - financial leasing.

Bank loans for small and medium-sized enterprises in selected countries of the European Union.

Current issues in the field of corporate debt financing.

**Language whose command is required to complete the course:**

slovak

**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. Jozefína Hvastová, PhD.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible

for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22110e/22	<b>Title of course:</b> Digital Economy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Midterm written assignment Final written exam Midterm evaluation: Midterm written assignment: 40% of course (total points 40) Final written exam: Final written exam 60% of course - 60 points	
<b>Student workload:</b> 104 hours in total, of which: <ul style="list-style-type: none"> <li>• 20 hours of participation in consultation</li> <li>• 13 hours preparation for consultation</li> <li>• 32 hours self-study</li> <li>• 19 hours preparation for midterm written assignment</li> <li>• 20 hours preparation for the final exam</li> </ul>	
<b>Teaching results:</b> <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• Knowledge of the digital economy</li> <li>• Knowledge of B2B and B2C platforms</li> <li>• Knowledge of trust building mechanisms and building reputation in electronic markets</li> <li>• Knowledge of the basic tools of dataminig and extraction of information from data</li> <li>• Knowledge of security, privacy and GDPR in the digital environment.</li> </ul> <b>Competences:</b> <ul style="list-style-type: none"> <li>• Orientation in different types of electronic markets</li> <li>• Operating in the environment of B2B and B2C trading platforms</li> <li>• Evaluate business data using database and basic data mining tools.</li> <li>• Evaluate the trustworthiness of business partners and building trustworthiness in electronic markets</li> <li>• Introduce digital innovation in enterprises</li> <li>• Management of Business Intelligence systems in the company</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• Buying and selling on electronic markets using B2B and B2C platforms,</li> </ul>	

- Adjusting the settings in the functionalities of market platforms
- Creation and parameterization of electronic product lists and electronic catalogues
- Reporting, control and management of Business Intelligence systems
- Creating a strategy for building reputation in electronic markets.

**Indicative content:**

Consultation:

Nature of Data and data collection

Data analytics

Digitalization of economy

Digital goods and services

B2B Platforms

Digital Markets

Trust building mechanism

Reputation on the Internet

Digital business, strategy, and innovation

Business Intelligence

Introduction to Datamining

Datamining methods

Security, privacy and GDPR

Self-study:

Selected case studies and examples related to data types

Selected case studies and examples related to data preparation

Selected case studies and examples related to visualization multivariable datasets

Selected case studies and examples related to data analytics

Selected case studies and examples related to preparation of electronic auction

Selected case studies and examples related to realisation of electronic auction

Selected case studies and examples related to evaluation of electronic auction

Selected case studies and examples related to evaluation of reputation mechanisms

Selected case studies and examples related to basic datamining methods I (e.g. basic classification trees)

Selected case studies and examples related to basic datamining methods II (e.g. simple neural network modelling)

Selected case studies and examples related to basic datamining methods II (e.g. simple neural network training)

Selected case studies and examples related to basic datamining methods II (e.g. simple neural network validating)

Midterm assignment

**Support literature:**

1. ZHOU, Hong. Learn Data Mining Through Excel. Apress, 2020.

2. OVERBY, Harald; AUDESTAD, Jan Arild. Digital Economics: How Information and Communication Technology is Shaping Markets, Businesses, and Innovation. Sp, 2018.

3. PEITZ, Martin; WALDFOGEL, Joel (ed.). The Oxford handbook of the digital economy. Oxford University Press, 2012.

4. POCHIRAJU, Bhimasankaram; SESHADRI, Sridhar (ed.). Essentials of Business Analytics: An Introduction to the Methodology and Its Applications. Springer, 2019.

5. HODEGHATTA, Umesh R.; NAYAK, Umesh. Business analytics using R-a practical approach. Apress, 2016.

**Syllabus:**

Consultation:

<p>Nature of Data and data collection</p> <p>Data analytics</p> <p>Digitalization of economy</p> <p>Digital goods and services</p> <p>B2B Platforms</p> <p>Digital Markets</p> <p>Trust building mechanism</p> <p>Reputation on the Internet</p> <p>Digital business, strategy, and innovation</p> <p>Business Intelligence</p> <p>Introduction to Datamining</p> <p>Datamining methods</p> <p>Security, privacy and GDPR</p> <p>Self-study:</p> <p>Selected case studies and examples related to data types</p> <p>Selected case studies and examples related to data preparation</p> <p>Selected case studies and examples related to visualization multivariable datasets</p> <p>Selected case studies and examples related to data analytics</p> <p>Selected case studies and examples related to preparation of electronic auction</p> <p>Selected case studies and examples related to realisation of electronic auction</p> <p>Selected case studies and examples related to evaluation of electronic auction</p> <p>Selected case studies and examples related to evaluation of reputation mechanisms</p> <p>Selected case studies and examples related to basic datamining methods I (e.g. basic classification trees)</p> <p>Selected case studies and examples related to basic datamining methods II (e.g. simple neural network modelling)</p> <p>Selected case studies and examples related to basic datamining methods II (e.g. simple neural network training)</p> <p>Selected case studies and examples related to basic datamining methods II (e.g. simple neural network validating)</p> <p>Midterm assignment</p>												
<p><b>Language whose command is required to complete the course:</b></p> <p>Slovak</p>												
<p><b>Notes:</b></p> <p>N/A</p>												
<p><b>Assessment of courses</b></p> <p>Total number of evaluated students: 0</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0.0	0.0	0.0	0.0	0.0	0.0
A	B	C	D	E	FX							
0.0	0.0	0.0	0.0	0.0	0.0							
<p><b>Lecturer:</b> doc. Ing. Martin Mizla, PhD.</p>												
<p><b>Date of the latest change:</b> 11.03.2022</p>												
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h.</p>												

c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22229e/22	<b>Title of course:</b> Distribution Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Semester assignment, Continuous tests Exam <ul style="list-style-type: none"> <li>• Elaboration and presentation of the semester assignment - 20%</li> <li>• Result of the continuous assessment tests - 20%</li> <li>• Exam - 60%</li> </ul>	
<b>Student workload:</b> Participation in consultation – 20 hours Self-study - 24 hours Processing of semester assignment – 13 hours Preparation for continuous assessment test – 13 hours Preparation for the exam – 34 hours Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to specify the concept of distribution management reflecting strategic marketing aspects, as well as to analyze the possibilities of corporate distribution policy, relationships between distribution and other marketing tools, creating and managing distribution channels and networks with respect to requirements and real parameters, criteria, and methods. <b>Knowledge:</b> Students acquire basic theoretical knowledge of the principles, concepts, procedures, and strategies of distribution management, which include the analysis of marketing channels and can summarize, classify, and organize the processes in distribution. <b>Skill:</b> Students can apply the acquired knowledge in solving problems in distribution, illustrate the interrelationships and assess the impact of alternative solutions, discuss the design of distribution structures and explain the importance of distribution planning and the role of intermediaries. <b>Competence:</b> From the acquired theoretical knowledge, students can systematize their knowledge in the field of distribution management in relation to the requirements of business practice. They can recognize, apply, and explain the functions of distribution, its relationships to other marketing tools.	
<b>Indicative content:</b>	

**Consultations:**

Introduction to distribution management

Distribution entities, distribution functions, distribution channels.

Classification of distribution space elements.

Modeling of distribution networks.

Distribution problem, transport tasks.

Distribution channel systems

Development and management of the distribution channel

Importance of product and price in channel management

Marketing channels and e-commerce

Transport systems, transport and transportation.

Warehouse design, technical means and innovations in packaging technology.

Logistics costs in distribution, last mile delivery costs

Distribution controlling

**Self-study:**

Distribution management, Distribution.

Distribution as part of the marketing mix.

Distribution policy .

Distribution entities, distribution channels and classification of distribution space elements.

Distribution and logistics centers.

Distribution problem – modeling, example calculations.

Distribution channels - assignment.

Transport systems - solving tasks.

Warehouses and warehousing in distribution.

Packaging and packaging policy.

Social relations in distribution.

**Support literature:**

**Elementary literature:**

STRAKA, M. Logistika distribúcie. Ako efektívne dostať výrobok na trh. Ružomberok: Epos, 2013, 399 s. ISBN 9788056200155.

DAŇO, F. – KITA, P. Distribučný manažment. 3. doplnené vydanie. Hronský Beňadik: Daniel Netri, 2009. 232 s. ISBN 978-80-89416-00-4.

LUKOSZOVÁ, X. Logistika pro obchod a marketing. Ekopress, 2020, 146 s. ISBN 9788087865590.

STRAKA, M. Distribution and Supply Logistics. Cambridge Scholars Publishing, 2019, 627 p. ISBN 9781527541979

RUSHTON, A. - CROUCHER, P. - BAKER, P. The Handbook of Logistics & Distribution Management. 5th edition. London: Kogan Page, 2014. 720 p. ISBN: 978-0749466275

DENT, J. Sales and Marketing Channels: How to Build and Manage Distribution Strategy. London: Kogan Page, 2018. 384 p. ISBN 978-0749482145.

**Supplementary literature:**

STOPKA, O. – LUKOSZOVÁ, X. Logistická centra na globálnom trhu. Ekopress, 2019, 260 s. ISBN 9788087865514

CHOUDHURY, R. G. Sales and Distribution Management for Organizational Growth. IGI Global, 2019, 323 p. ISBN 9781522599838

DECARLO, T.E. Distribution Management. CreateSpace Independent Publishing Platform, 2017, 134 p. ISBN 978-1541267473

VAN GOOR A. R., PLOOS VAN AMSTEL, W., PLOOS VAN AMSTEL, M.J. European Distribution and Supply Chain Logistics. Routledge, 2019, 526 p. ISBN 9781003021841

Journals: Logistický monitor, International Journal of Retail & Distribution Management, International Journal of Physical Distribution & Logistics Management

**Syllabus:**

Consultations:

Introduction to distribution management

Distribution entities, distribution functions, distribution channels.

Classification of distribution space elements.

Modeling of distribution networks.

Distribution problem, transport tasks.

Distribution channel systems

Development and management of the distribution channel

Importance of product and price in channel management

Marketing channels and e-commerce

Transport systems, transport and transportation.

Warehouse design, technical means and innovations in packaging technology.

Logistics costs in distribution, last mile delivery costs

Distribution controlling

Self-study:

Distribution management, Distribution.

Distribution as part of the marketing mix.

Distribution policy .

Distribution entities, distribution channels and classification of distribution space elements.

Distribution and logistics centers.

Distribution problem – modeling, example calculations.

Distribution channels - assignment.

Transport systems - solving tasks.

Warehouses and warehousing in distribution.

Packaging and packaging policy.

Social relations in distribution.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX
28.57	28.57	42.86	0.0	0.0	0.0

**Lecturer:** doc. Ing. Erik Weiss, PhD.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22107e/22	<b>Title of course:</b> Economics and Management in Health Care
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Preliminary assessment: semester assignment, preliminary semester test Final assessment: written exam <ul style="list-style-type: none"><li>• elaboration and presentation of the semester assignment – 15 % (15 points)</li><li>• activity in consultations – 10 % (10 points)</li><li>• result of the preliminary semester test – 15 % (15 points)</li></ul> Final written exam – 60 % (60 points)	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation in consultation – 20 hours</li><li>• self- study – 32 hours</li><li>• elaboration of semester assignment – 13 hours</li><li>• preparation for preliminary semester test – 13 hours</li><li>• preparation for final written exam – 26 hours</li></ul> Total: 104 hours	
<b>Teaching results:</b> Knowledge: <ul style="list-style-type: none"><li>- ability to identify basic concepts and categories related to the issue of health management</li><li>- acquire knowledge about the economics of health care</li><li>- to gain knowledge about health policy and legal aspects of health care</li></ul> Competence: <ul style="list-style-type: none"><li>- in the application of strategic diagnostic methods in healthcare</li><li>- in the application of managerial decisions in healthcare</li></ul> Skill: <ul style="list-style-type: none"><li>- variant thinking and teamwork in managerial decisions</li><li>- presentation skills in the implementation of economic and managerial decisions</li></ul>	
<b>Indicative content:</b> Consultations: Economics of health and healthcare. Health care delivery systems in Slovakia and in the EU. Basic concepts of health systems. Basic models of health systems. Health care reforms in the Slovak Republic.	

Provision of health care in the Slovak Republic. Management and supervision of health care in the Slovak Republic.  
Health care financing. Financial flows, sources and methods of health care financing. Ways of financing health care providers in the Slovak Republic.  
Health insurance in the Slovak Republic  
Revenues and redistribution of public health insurance. Health care expenditure.  
Principles of pricing in healthcare.  
Changes in the health care system in the Slovak Republic.  
Financial analysis in healthcare.  
Management in healthcare  
Marketing in healthcare.  
Self-study:  
Healthcare in relation to economic theory.  
Health systems in the world.  
Issues of health care reforms in the Slovak Republic.  
Health care in the Slovak Republic.  
Preparation for presentation of semester assignments.  
Financial flows, sources and methods of health care financing.  
Application of pricing principles in healthcare.  
Problems of financial analysis in healthcare.  
Application of management and marketing tools in healthcare.  
Preparation for presentation of semester assignments.  
Preparation for preliminary semester test.

**Support literature:**

1. ONDRUŠ, P., ONDRUŠOVÁ, I. 2017. Manažment a financovanie v zdravotníctve. Matica slovenská, 2017. 328 s. ISBN 978-80-9725-359-2.
2. OZOROVSKÝ, V., VOJTEKOVÁ, I. a kol. 2016. Zdravotnícky manažment a financovanie. 1. vyd. Bratislava : Wolters Kluwer, 2016. 344 s. ISBN 978-80-8168-522-4.
3. BARTÁK, M. 2010. Ekonomika zdraví. 1. vyd. Praha : Wolters Kluwer ČR, 2010. 224 s. ISBN 978-80-7357-503-8.
4. WALSHE, K – SMITH, J. 2016. Healthcare Management. 3rd edition. Open University Press, 2016. ISBN 978-0335263523.
5. MORRIS, S. et al. 2012. Economic Analysis in Health Care. 2nd edition. John Wiley & Sons, 2012. ISBN: 978-1-119-95149-0.

**Syllabus:**

Consultations:  
Economics of health and healthcare.  
Health care delivery systems in Slovakia and in the EU.  
Basic concepts of health systems. Basic models of health systems.  
Health care reforms in the Slovak Republic.  
Provision of health care in the Slovak Republic. Management and supervision of health care in the Slovak Republic.  
Health care financing. Financial flows, sources and methods of health care financing. Ways of financing health care providers in the Slovak Republic.  
Health insurance in the Slovak Republic  
Revenues and redistribution of public health insurance. Health care expenditure.  
Principles of pricing in healthcare.  
Changes in the health care system in the Slovak Republic.  
Financial analysis in healthcare.

<p>Management in healthcare  Marketing in healthcare.  Self-study:  Healthcare in relation to economic theory.  Health systems in the world.  Issues of health care reforms in the Slovak Republic.  Health care in the Slovak Republic.  Preparation for presentation of semester assignments.  Financial flows, sources and methods of health care financing.  Application of pricing principles in healthcare.  Problems of financial analysis in healthcare.  Application of management and marketing tools in healthcare.  Preparation for presentation of semester assignments.  Preparation for preliminary semester test.</p>					
<p><b>Language whose command is required to complete the course:</b>  Slovak</p>					
<p><b>Notes:</b>  N/A</p>					
<p><b>Assessment of courses</b>  Total number of evaluated students: 0</p>					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<p><b>Lecturer:</b> doc. Ing. Jozef Zuzik, PhD.</p>					
<p><b>Date of the latest change:</b> 11.03.2022</p>					
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.</p>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KEM PHF/ PPEM22111e/22	<b>Title of course:</b> Enterprise Sale Strategy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Individual work, reports, written work, continuous tests, combined exam. Continuous assessment: 40% activity in consultation and continuous verification of knowledge - 10% result of semester tests - 10% evaluation of written semester work - 10% evaluation of reports from 3 assigned control questions from lectures - 10%. Result of the final combined exam: 60% (written exam and oral part of the exam). Note: The condition for taking the exam is uploading 3 reports of assigned control questions of lectures to individual student, examples from exercises and written semester work (project) into the platform moodle.euba.sk).	
<b>Student workload:</b> participation in consultation - 20 hrs. self-study - 32 hrs. preparation for the continuous semester test - 35 hours preparation for the final exam test and oral exam - 43 hrs. Total: 130 hrs.	
<b>Teaching results:</b> The aim of the course is to present knowledge about sales strategy as one of the functional strategies of the company. Clarify shopping behavior and approaches to the customer. Present knowledge about approaches to competitors, customers, and distributors. Justify the differentiation of sales strategies according to the product life cycle. To get acquainted with the essence of marketing cooperation and demonstrate approaches to optimizing and modeling the company's sales strategy. <b>Knowledge:</b> about functional strategies of the company with emphasis on marketing and sales strategy, on approaches to competitors, suppliers, and customers, on the differentiation of sales strategies in terms of product life cycle, strategies focused on marketing communication and distribution. <b>Skills:</b>	

in the areas of marketing cooperation and demonstrating approaches to optimizing and modeling the company's sales strategy,  
preparation of documents for marketing communication tools,  
to develop an advertising budget

Competences:

differentiate sales strategies according to the product life cycle,  
evaluate the preparation of project design for a new product,  
assess the company's sales strategies for various situations,  
evaluate forms of marketing communication and advertising budget.

**Indicative content:**

Consultations:

Introduction to the subject. Contents. Sequence of studies. Forms of study of the subject. Literature. Basic starting points and approaches to sales strategy. The essence of the company's sales strategy. Marketing analysis as a starting point for the company's sales strategy. Marketing audit as a starting point for sales strategy. The process of creating and goals of the sales strategy. Classification of sales strategies. Customer-centric sales strategies. Breakdown of customers by types of target markets. Purchasing behaviour of customers in the consumer market. Purchasing behaviour for customers in the markets. Customer-focused strategies. Placement strategy and customer relationship strategies. Competitive sales strategies. Company 's approach to competition strategy. Basic types of competitive sales strategies. Specific types of competitive sales strategies. Product-oriented sales strategies. Product and its characteristics. Product decision making. New product and its development process. Sales strategies according to product life cycle stages. Sales strategies focused on marketing communication. The essence of marketing communication within the sales strategy. Strategies of elements of marketing communication. Other approaches to marketing communication strategy. Creation and evaluation of marketing communication strategy. Distribution sales strategies. Distribution routes, entities, and their functions. Levels and trends of distribution routes. Decision-making on distribution channels. Distribution strategies. A model for optimizing a company's sales strategy in an environment of perfect and imperfect competition.

Self-study:

Marketing analysis as a starting point for the company's sales strategy.  
ABC analysis as a starting point for business marketing strategy  
Types of purchasing behaviour, consumer purchasing decisions and factors influencing consumer purchasing behaviour.  
Purchasing behaviour of customers and intermediaries, the process of purchasing decisions.  
Factors influencing purchasing behaviour  
Future goals and current strategy of competitors, reaction profile of the competitor and intelligence system.  
Full competition, incomplete competition, market structures and marketing strategies.  
The threat of new competitors, rivalry between companies, business strength of customers and suppliers.  
Marketing (competitive) strategies.  
Sales strategies suitable for the product life cycle  
The process of creating a communication strategy.  
Optimization of the company's sales strategy in an environment of perfect competition.  
Optimization of the company's sales strategy in an environment of imperfect competition

**Support literature:**

Elementary literature:

-FENDEKOVÁ, E. – FENDEK, M. 1997. Kvantitatívna analýza stavu konkurenčného prostredia v odvetví výroby nábytku v SR. – Ekonomický časopis – Journal of Economics, No 10 – Bratislava : Academic Press 1997.

-MAJTÁN, Š. a kol. 2013. Odbytová stratégia. Prvé vydanie. Bratislava: Sprint 2 s.r.o., 2013, 280 s. ISBN 978-80-89393-92-3.

-SCHMITT, Bernard H. Stratégia odvážnych. Ako v strategickom plánovaní využiť kreativitu a silu odvážnych nápadov. Bratislava : Eastone Books, 184 s. ISBN 9-78-80810-9121-6.

-STINNET, B. 2004. Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding and Influencing. How and Why Your Customers Buy. New York, Chicago, San Francisco, Lisbon, London, Madrid, Mexico City, Milan, New Delhio, San Juan, Seoul, Singapore, Sydney, Toronto : McGraw Hill Books, 2004. 264 p. ISBN 0-07-144188-4.

-SCOTT, David Meerman 2010. Nové pravidlá marketingu a PR. Bratislava : Eastone Books, 2010. 288 strán ISBN: 9788081091490

-TRACY, Brian 1996. Advanced Selling Strategies : The Proven System of Sales Ideas, Methods, and Techniques Used by Top Salespeople Everywhere. New York, London, Toronto, Sydney, Tokyo Singapore : A Fireside Book – published by Simon & Schuster, 1996. 434 p. ISBN 0-684-82474-4.

-VIESTOVÁ, K. 2004. Teória obchodu. Bratislava: Vydavateľstvo EKONÓM 2004. 237 s. ISBN 80-223-1913-8.

-ZOLTNERS, Andris A. – SINHA, P. – LORIMER, S. 2009. Building a Winning Sales Force: Powerful Strategies for Driving High Performance. New York : AMACON, a division of American Manager Association, 486 p. ISBN 13-978-0-8114-1040-0. ISBN 10-00-8144-1040-5.

-GRANČIČOVÁ, Katarína - HRUŠOVSKÁ, Dana - ŠTETKA, Peter. Odbytová stratégia : praktikum. Recenzenti: Štefan Majtán, Alena Tršťanská. 1. vydanie. Bratislava : Vydavateľstvo EKONÓM, 2018. 214 s. ISBN 978-80-225-4560-0.

-LIBIAKOVÁ, Silvia. Odbytová stratégia vybraného podniku : diplomová práca. Školiteľ: Michal Pružinský. Košice, 2017. 74 s.

-PRUŽINSKÝ, Michal. Miesto a význam predmetu Odbytová stratégia podniku študijného programu Finančné riadenie podniku v odbore Ekonomika a manažment podniku. In Podniková revue : vedecký časopis Podnikovohospodárskej fakulty Ekonomickej univerzity v Bratislave so sídlom v Košiciach. - Košice : Podnikovohospodárska fakulta EU so sídlom v Košiciach, 2012. ISSN 1335-9746, 2012, roč. 11, č. 27, s. 27-31.

-GRANČIČOVÁ, Katarína et al. Odbytová stratégia : praktikum. Bratislava : Vydavateľstvo EKONÓM, 2008. 168 s. ISBN 978-80-225-2484-1.

Supplementary literature:

-HEŘMAN, K. 1990. Marketing. Teorie a praxe. Pardubice : INPEX, 1990.

-KOTTLER, P. 1997. Marketing management. Praha : Victoria Publishing, a. s. 1997

-LABSKÁ, E. 1994. Marketingová komunikácia. Bratislava: ES EU, 1994.

**Syllabus:**

Consultations:

Introduction to the subject. Contents. Sequence of studies. Forms of study of the subject.

Literature.

Basic starting points and approaches to sales strategy. The essence of the company's sales strategy. Marketing analysis as a starting point for the company's sales strategy.

Marketing audit as a starting point for sales strategy. The process of creating and goals of the sales strategy. Classification of sales strategies.

Customer-centric sales strategies. Breakdown of customers by types of target markets.  
Purchasing behaviour of customers in the consumer market.  
Purchasing behaviour for customers in the markets. Customer-focused strategies. Placement strategy and customer relationship strategies.  
Competitive sales strategies. Company's approach to competition strategy. Basic types of competitive sales strategies.  
Specific types of competitive sales strategies.  
Product-oriented sales strategies. Product and its characteristics. Product decision making.  
New product and its development process. Sales strategies according to product life cycle stages.  
Sales strategies focused on marketing communication. The essence of marketing communication within the sales strategy. Strategies of elements of marketing communication.  
Other approaches to marketing communication strategy. Creation and evaluation of marketing communication strategy.  
Distribution sales strategies. Distribution routes, entities, and their functions. Levels and trends of distribution routes. Decision-making on distribution channels. Distribution strategies.  
A model for optimizing a company's sales strategy in an environment of perfect and imperfect competition.  
Self-study:  
Marketing analysis as a starting point for the company's sales strategy.  
ABC analysis as a starting point for business marketing strategy  
Types of purchasing behaviour, consumer purchasing decisions and factors influencing consumer purchasing behaviour.  
Purchasing behaviour of customers and intermediaries, the process of purchasing decisions.  
Factors influencing purchasing behaviour  
Future goals and current strategy of competitors, reaction profile of the competitor and intelligence system.  
Full competition, incomplete competition, market structures and marketing strategies.  
The threat of new competitors, rivalry between companies, business strength of customers and suppliers.  
Marketing (competitive) strategies.  
Sales strategies suitable for the product life cycle  
The process of creating a communication strategy.  
Optimization of the company's sales strategy in an environment of perfect competition.  
Optimization of the company's sales strategy in an environment of imperfect competition

**Language whose command is required to complete the course:**

Slovak

**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:** prof. Ing. Michal Pružinský, CSc.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová,

PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KE PHF/PPE22115e/22	<b>Title of course:</b> Environmental Economics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, continuous tasks - assignments in an e-learning course, written examination / test in e-learning course / Course evaluation consists of the following parts: 20% - activities in the e-learning course - online form according to the tasks /in the e-learning course/ 20% - evaluation of the semester work - by completing the activity in the e-learning course - online form according to the tasks/in the e-learning course/ 60% - evaluation of the final written examination - test / in an e-learning course /	
<b>Student workload:</b> participation in consultation – 20 hours selfstudy – 32 hours elaboration of semester assignment – 26 hours preparation for final written exam – 26 hours Total load: 104 hours	
<b>Teaching results:</b> The course deals with the definition of the relationship between man and the environment (environment), understanding the environment as an asset, the criteria of efficiency of environmental use. It discusses the impacts of individual activities on the environment and defines the impact of the company on the environment. It also deals with the concept of sustainable development, the consequences of environmental degradation, their quantification, economic instruments of environmental policy for individual components of the environment. We will also discuss the liability of entities in violation of environmental protection. We will focus mainly on the financial and economic aspects of the issue and the economic context of environmental regulation. <b>Knowledge:</b> control of the theoretical apparatus for the study of environmental economics, knowledge of the rational use of natural resources, knowledge of the evaluation of approaches to quality of life using environmental indicators, knowledge of the impact of production and consumption on the environment, knowledge of payments for the use of resources and for environmental pollution, knowledge of environmental policy instruments and their use in the conditions of Slovakia and European union,	

knowledge of the possibilities of financing environmental activities from public sources, ability to understand and explain current environmental problems.

Competence:

at the theoretical level, the student will gain the necessary knowledge about the effects of individual economic activities on the environment and the use of economic instruments of environmental policy. Practical skills - the student applies the acquired theoretical knowledge to solve specific problems.

Skill:

orientation in the structure of environmental policy instruments, in the possibilities of financing environmental activities, orientation in the position and impacts of individual sectors and activities on the environment, access to information sources from environmental databases, EEA, OECD, UN, Orientation in environmental databases SR, EU, databases and UN reports, country environmental performance indexes.

**Indicative content:**

Consultation:

The current state and tendency of development of natural resources in the world, the relationship between value and price, the basic principles of valuing natural resources.

Relationships between man and the environment, economic system and natural system, reproductive process and its impact on the environment. Basic concepts and their characteristics in the field of environmental economics.

Environmental degradation and its consequences, stages of development and impacts of production and consumption on the environment.

Quality of life. Measurable indicators. EPI index.

Externalities in the operation of the environment, the optimum quality of the environment at the macro and micro level.

Environmental policy instruments - normative and free.

Environmental policy instruments - direct and indirect instruments. Economic instruments

Company approaches to environmental protection, development of approaches, technical and non-technical approaches.

Voluntary environmental policy instruments.

Economic instruments in the environmental policy of the Slovakia - selected component of the environment.

Economic instruments in the environmental policy of Slovakia - selected component of the environment (air, trading in emission rights and permits).

Quantification of economic damage to the environment - selected problem, methods, techniques of quantification of impacts on selected components of the environment.

Possibilities of financing environmental projects. Selected aspects of the problem. Environmental business economics.

Self-study:

Current state and tendency of development of prices of selected natural resources (oil, coal, natural gas, energy).

Causes and consequences of the negative development of relations in the environment. Human-environmental relations.

Environmental - environmental information. Information systems. Indicators.

Quality of life, economic and environmental indicators.

Impact of production and consumption on the environment. Impact of industry on the environment.

The impact of agriculture on the environment.

Impact of energy on the environment. Impact of transport on the environment. Impact of tourism on the environment.

The state of environmental components in the Slovak Republic and problem areas. Environmental regionalization of the Slovak Republic.  
Economic instruments in the environmental policy of the Slovak Republic in air protection.  
Economic instruments in the environmental policy of the Slovak Republic in water management.  
Economic instruments in the environmental policy of the Slovak Republic in soil protection and in the circular economy.  
Possibilities of financing environmental activities from public sources  
Selected financing instruments in the environmental field at the enterprise level.  
Current environmental problems and possible solutions.

**Support literature:**

ROMANČÍKOVÁ, E. 2005. Finančno – ekonomické aspekty životného prostredia. Bratislava: ECO Instrument, 2005, 270 s. ISBN 80-967771-1-4  
MAJERNÍK, M.-DANESHJO, N. –ANDREJOVSKÝ, P. - SANČIOVÁ, G. 2017. Environmentálna podniková ekonomika, PHF EU, 2017. Košice : Typopress, 2017. 249 s.  
TOŠOVSKÁ, E. – SIDOROV, E. – RITSCHELOVÁ, I. – FARSKÝ, M. 2010. Makroekonomické souvislosti ochrany životního prostředí. C.H. Beck, Praha 2010. ISBN 978-80-7400-308-0  
ČAMROVÁ, L. a kol. 2007. Ekonomie a životní prostředí. Alfa Publishing Praha, 2007. 399s., ISBN 978-80-86851-69-3  
ŠAUER, P. 2013. Ekonomie životního prostředí. Visegrad countries : environmental problems and policies. Praha CENIA 2013, ISBN 978-80-85087-16-1  
LUMNITZER, E. - ROMÁNOVÁ, M. - MIHOK, J. - ANDREJOVSKÝ, P. - ADAMIŠIN, P. 2006. Kvantifikácia možných škôd v regiónoch. Nitra, SPU, 2006, 194 s., ISBN 80-8069-663-2  
STURM, B. – VOGT C. 2011. Umwelt – ökonomik. Physica Verlag, Springer-Verlag Berlin Heidelberg 211. 218 s., ISBN 978-3-7908-2642-5.  
STRIČÍK, M. – ANDREJOVSKÝ, P. – BOSÁK, M. 2011. Udržateľnosť prírodných zdrojov. Bratislava: EKONÓM, 2011. 300 s. ISBN 978-80-225-3316-4  
VYBÍRALOVÁ, J – FÜZYOVÁ, Ľ – POLAČKO, V. 2008. Tvorba a ochrana životného prostredia. 2. vyd. Bratislava: Vydavateľstvo EKONÓM, 2008, 233 s. ISBN 978-80-225-2639-5.  
ŠAUER, P. – LIVINGSTON, M. 1996. Ekonomie životního prostředí. VŠE Praha 1996  
TIETENBERG, Tom; LEWIS, Lynne. Environmental and natural resource economics. Routledge, USA 2018. 586 p., ISBN 9781138632295  
CHARLES D. KOLSTAD. 2009. Environmental Economics. International Edition. New York, Oxford: OXFORD UNIVERSITY PRESS, ISBN 978-0-19-539255-5.  
BLESCHWITZ, R. et al. 2004. Eco-Efficiency, Regulation and Sustainable Business. Cheltenham : Edward Elgar, 2004. 228 s. ISBN 978-18-4376-687-2.  
Global Green New Deal. UNEP, 2009. 155 pp.  
UNDESA, 2012a. A guidebook to the Green economy. Issue 1: Green economy, Green growth, and Low-Carbon development – history, definitions and a guide to recent publication. UNDESA, 2012, 65 pp.  
UNDESA, 2012b. A guidebook to the Green economy. Issue 2: Exploring green economy principles. UNDESA, 2012, 24 pp

**Syllabus:**

Consultation:

The current state and tendency of development of natural resources in the world, the relationship between value and price, the basic principles of valuing natural resources.  
Relationships between man and the environment, economic system and natural system, reproductive process and its impact on the environment. Basic concepts and their characteristics in the field of environmental economics.

Environmental degradation and its consequences, stages of development and impacts of production and consumption on the environment.  
 Quality of life. Measurable indicators. EPI index.  
 Externalities in the operation of the environment, the optimum quality of the environment at the macro and micro level.  
 Environmental policy instruments - normative and free.  
 Environmental policy instruments - direct and indirect instruments. Economic instruments  
 Company approaches to environmental protection, development of approaches, technical and non-technical approaches.  
 Voluntary environmental policy instruments.  
 Economic instruments in the environmental policy of the Slovakia - selected component of the environment.  
 Economic instruments in the environmental policy of Slovakia - selected component of the environment (air, trading in emission rights and permits).  
 Quantification of economic damage to the environment - selected problem, methods, techniques of quantification of impacts on selected components of the environment.  
 Possibilities of financing environmental projects. Selected aspects of the problem. Environmental business economics.  
 Self-study:  
 Current state and tendency of development of prices of selected natural resources (oil, coal, natural gas, energy).  
 Causes and consequences of the negative development of relations in the environment. Human-environmental relations.  
 Enviroportal - environmental information. Information systems. Indicators.  
 Quality of life, economic and environmental indicators.  
 Impact of production and consumption on the environment. Impact of industry on the environment. The impact of agriculture on the environment.  
 Impact of energy on the environment. Impact of transport on the environment. Impact of tourism on the environment.  
 The state of environmental components in the Slovak Republic and problem areas.  
 Environmental regionalization of the Slovak Republic.  
 Economic instruments in the environmental policy of the Slovak Republic in air protection.  
 Economic instruments in the environmental policy of the Slovak Republic in water management.  
 Economic instruments in the environmental policy of the Slovak Republic in soil protection and in the circular economy.  
 Possibilities of financing environmental activities from public sources  
 Selected financing instruments in the environmental field at the enterprise level.  
 Current environmental problems and possible solutions.

**Language whose command is required to complete the course:**

slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX
14.29	0.0	42.86	28.57	14.29	0.0

**Lecturer:** doc. Ing. Michal Stričík, PhD., Ing. Pavol Andrejovský, PhD.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22170e/22	<b>Title of course:</b> Expertise
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Continuous assessment (semester work in the form of an expert opinion): 40 b (40%) Final written evaluation (written exam): 60 b (60%) If the student does not reach the sum of at least 21 b, he is entitled to a corrective interim evaluation (corrective written interim evaluation in the form of an expert opinion for 40 b from the entire scope of teaching), while the sum of points from the corrective written interim evaluation must be at least 21 b.	
<b>Student workload:</b> 104 hours in total, of which: <ul style="list-style-type: none"><li>• participation in consultations - 20 hours</li><li>• self-study - 32 hours.</li><li>• preparation for consultations - 26 hours</li><li>• preparation for the written exam - 26 hours</li></ul>	
<b>Teaching results:</b> The aim of the course is to prepare students for independent practical application of methods and procedures in determining the value of the company. Theoretical and practical knowledge of how to determine the value of the company. Knowledge: The position of forensic expertise in the conditions of the Slovak Republic Professional and methodological basis of forensic expertise in the economic field Legislative background Asset valuation methods Skills: Determining the general value of the company Determining the general value of individual components of assets Forensic assessment procedure Competences: Preparation of an expert opinion Application of the selected method of determining individual types of assets Valuation of receivables	

Application of the EVA method in the conditions of a business entity in the conditions of the Slovak Republic

**Indicative content:**

Consultations:

Expertise in the SR

Organization of expert activities

Expert unions and industries

Methodology and procedure of elaboration of expert opinion,

Methods of determining the general value of assets

Methods of determining the general value of assets

Methods of determining the general value of assets

Methods of determining the general value of assets

Methods of determining the general value of assets

Practical examples - elaboration of expert opinions, accounts and expert diary

Elaboration of expert opinions, accounts and expert diary

Preparation for presentation of prepared expert opinions

Self-study:

Expertise as a subsystem of forensic engineering, expertise in the Slovak Republic

Legal aspects of expert activity

Methodology of expert opinion

Background and information sources for determining the value of the company

Financial plan and expert activity

Financial analysis and expert activity

Corporate finance and expertise

Financial management and expert activity

Basic methods of determining the value of the company

Revenue methods for determining the value of the company

Other methods of determining the value of the enterprise

Valuation of financial instruments and financial risks

Expert activity of economic expert departments

**Support literature:**

Elementary literature:

KUBICA, M. a kol. 2019. Znalectvo praktikum. 2 vyd. Bratislava: Wolters Kluwer. 2019. ISBN 9788057101154.

JAKUBEC, J., KARDOŠ, P. 2012. Ekonomické znalectvo vybrané problémy. 1. vyd. Bratislava: Iura Edition, spol. s r. o., 2012. 248 s. ISBN 978-80-8078-450-8

KUBICA, Milan, Peter KARDOŠ, Marián HRUBIZNA, Nikola ŠVEJDOVÁ, Peter ŠTETKA, Róbert ŠLOSÁR a Marián VYPARINA. Znalectvo. 2. dopl. a preprac. vyd. Praha: Wolters Kluwer, 2016. ISBN 978-80-7552-499-7.

KUBICA, Milan, Peter KARDOŠ a Miroslav JAKUBEC. Znalectvo: praktikum. Bratislava: Wolters Kluwer, 2014, 270 s. Ekonomie, 510. ISBN 978-80-8168-079-3.

KARDOŠ, P., JAKUBEC, M.: Riadenie hodnoty podniku, 1 vydanie, Bratislava: Wolters Kluwer, 2016., 284 s., ISBN 978-80-8168-460-9.

SCHMIDLIN, Nicolas. The Art of Company Valuation and Financial Statement Analysis: Value Investor's Guide with Real-life Case Studies. Chichester: Wiley, 2014, 250 s. Wiley Finance Series. ISBN 978-1-118-84309-3.

PARR, Russell L. Intellectual property: valuation, exploitation, and infringement damages. John Wiley & Sons, 2018. ISBN: 978-1-119-35623-3.

MELLEN, Chris M.; EVANS, Frank C. Valuation for M&A: Building and Measuring Private Company Value. John Wiley & Sons, 2018. I SBN: 978-1-119-43738-3.

Supplementary literature:

Vyhláška č. 492/2004 Z. z. - Vyhláška Ministerstva spravodlivosti Slovenskej republiky o stanovení všeobecnej hodnoty majetku

Zákon č. 382/2004 Z. z. o znalcoch, tlmočníkoch a prekladateľoch a o zmene a doplnení niektorých zákonov

### **Syllabus:**

Consultations:

Expertise in the SR

Organization of expert activities

Expert unions and industries

Methodology and procedure of elaboration of expert opinion,

Methods of determining the general value of assets

Methods of determining the general value of assets

Methods of determining the general value of assets

Methods of determining the general value of assets

Methods of determining the general value of assets

Practical examples - elaboration of expert opinions, accounts and expert diary

Elaboration of expert opinions, accounts and expert diary

Preparation for presentation of prepared expert opinions

Self-study:

Expertise as a subsystem of forensic engineering, expertise in the Slovak Republic

Legal aspects of expert activity

Methodology of expert opinion

Background and information sources for determining the value of the company

Financial plan and expert activity

Financial analysis and expert activity

Corporate finance and expertise

Financial management and expert activity

Basic methods of determining the value of the company

Revenue methods for determining the value of the company

Other methods of determining the value of the enterprise

Valuation of financial instruments and financial risks

Expert activity of economic expert departments

### **Language whose command is required to complete the course:**

slovak

### **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. Jana Simonidesová, PhD., Ing. Zuzana Kudlová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development

and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22228e/22	<b>Title of course:</b> Expertise Practice
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Credit In accordance with the focus of the department, the student completes an internship, which must be in the economic field. The rules for the recognition of internships of PHF EU students are developed in accordance with the EU Study Regulations in Bratislava. Place of internship, arrangement of internship, agreement on practice, remuneration for work during internship, conditions of internship, etc. students agree individually. Implementation of the internship is recommended in the form of undergraduate internship focused on the elaboration of a diploma thesis, obtaining documents, consultations with experts, etc. - 100 %	
<b>Student workload:</b> 104 hours total	
<b>Teaching results:</b> The main goal of the course is to ensure the connection of theoretical and practical part of the study and at the same time to enable students to solve their future employment during their studies so that they have the opportunity to demonstrate to employers at least partial practical experience. Knowledge: <ul style="list-style-type: none"><li>• ability to identify practical problems related to the field of study,</li><li>• understand the practical knowledge related to the field of study.</li></ul> Skill: <ul style="list-style-type: none"><li>• apply the acquired practical knowledge to solve a specific problem.</li></ul> Competence: <ul style="list-style-type: none"><li>• summarize the experience gained related to the field of study,</li><li>• categorize the experience gained related to the field of study.</li></ul>	
<b>Indicative content:</b> Linking the study of economic practice, whereby the student can gain practical experience related to the final work.	
<b>Support literature:</b> None.	
<b>Syllabus:</b>	

Linking the study of economic practice, whereby the student can gain practical experience related to the final work.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 7

NZ	Z
0.0	100.0

**Lecturer:**

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Business Economics with seat in Košice					
<b>Course code:</b> KFRP PHF/PPF22991/22		<b>Title of course:</b> Final Thesis and its Defense			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 45					
A	B	C	D	E	FX
33.33	33.33	15.56	15.56	2.22	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 22.08.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22140e/22	<b>Title of course:</b> Financial Analysis and Financial Planning
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Preparation and presentation of semester work 20% Continuous written assessment 20% Final written assessment (written exam): 60%	
<b>Student workload:</b> 130 hours in total, of which: 20 hours participation in consultation 32 hours self-study 39 hours preparation of semester work 39 hours exam preparation	
<b>Teaching results:</b> The aim of the course is to provide students with the latest knowledge of financial analysis - the evaluation and management of the financial situation, to enable them to acquire skills in processing financial analysis and preparation of financial plans of companies. Knowledge: Theoretical and especially practical knowledge and understanding of knowledge related to the issues of financial analysis and financial planning. Competence: Ability to work with information - search for it, select, analyze, synthesize, implement and design solutions for use in the financial management of the company in the part of financial analysis and financial planning. Skill: Ability to independently assess the financial results of the company based on the evaluation of not only quantitative, but especially qualitative factors in the company, even in the context of cross-sectoral comparison. Acquired skills for the preparation of financial plans of companies, which are an important part of business planning and financial management.	
<b>Indicative content:</b> Consultation: The nature, goals, meaning and tasks of financial analysis, sources of information and users of financial analysis. Techniques and methods of financial analysis. Retrospective financial analysis. Analysis of absolute indicators in financial analysis. Analysis of difference and flow indicators in financial analysis. Analysis of ratios in financial analysis.	

Analysis of ratios in financial analysis II.  
Analysis of systems of indicators in financial analysis.  
Predictively focused financial analysis.  
Modern trends in predictively focused financial analysis.  
Financial planning. The essence, tasks, structure of the financial plan. Modern trends in planning.  
Methods and models of creating a financial plan. Long - term financial planning. Short - term financial planning. Modern trends in planning.  
Modern trends in financial analysis.  
Modern trends in financial analysis II.  
Self-study:  
Horizontal and vertical balance analysis.  
Analysis of cash flow statement.  
Financial analysis procedure using financial ratios.  
Comparison of the company with the industry and the competition. Methods of intercompany comparison  
Preparing for written continuous work. Creditworthiness and bankruptcy models.  
Drawing up a long-term financial plan.  
Drawing up a short-term financial plan.  
Evaluation of the level and quality of the developed financial plan.  
Checking the fulfillment of the plan, adjustments and changes to the plan.  
Preparing for written continuous work. Presentations of financial analyzes of specific business entities.

### **Support literature:**

Elementary literature:

1. ZALAI, K. a kol.: Finančno-ekonomická analýza podniku. Bratislava: Sprint 2, 2016. ISBN 978-80-8971-022-5.
2. KOTULIČ, R. – KIRÁLY, P. – RAJČÁNIOVÁ, M.: Finančná analýza podniku. Bratislava: Wolters Kluwer, 2018. ISBN 978-80-8168-888-1.
3. RUČKOVÁ, P.: Finanční analýza. 2019. 6.vyd., Praha: Grada. ISBN 978-80-271-2028.

Supplementary literature:

4. ALEXANDER, J.: Financial Planning & Analysis and Performance Management. 1. vyd. 2019. New Jersey: Wiley, ISBN 978-1119491484.
5. CFA Institute Investment Series: International Financial Statement Analysis. 4. vyd. 2020. New Jersey: Wiley, ISBN 978-1119628057.
6. EASTON, P.D. – MCANALLY, M.L. – SOMMERS, G.A.: Financial Statement Analysis & Valuation. 6. vyd. 2020. Westmont: Cambridge Business Publishers, ISBN 978-1618533609.
7. KISELÁKOVÁ, D. – ŠOLTÉS, M.: Modely řízení finanční výkonnosti v teorii a praxi malých a středních podniků. 2018. Praha: Grada, ISBN 978-80-271-0680-6.
8. KNÁPKOVÁ, A., PAVELKOVÁ, D., ŠTEKER, K. Finanční analýza: Komplexní průvodce s příklady. 2012. 2.vyd., Praha: Grada, ISBN 978-80-247-4456-8.
9. KRÁLOVIČ, Jozef. 2010. Finančné plánovanie podniku. 1. vyd. Bratislava : Sprint, 2010. 212 s. ISBN 978-80-89393-20-6.
10. GRÜNWARD, R. – HOLEČKOVÁ, J.: Finanční analýza a plánování podniku. Praha: Ekopress 2007. ISBN 978-80-86929-26-2.

### **Syllabus:**

Consultation:

The nature, goals, meaning and tasks of financial analysis, sources of information and users of financial analysis.

Techniques and methods of financial analysis.  
 Retrospective financial analysis. Analysis of absolute indicators in financial analysis.  
 Analysis of difference and flow indicators in financial analysis.  
 Analysis of ratios in financial analysis.  
 Analysis of ratios in financial analysis II.  
 Analysis of systems of indicators in financial analysis.  
 Predictively focused financial analysis.  
 Modern trends in predictively focused financial analysis.  
 Financial planning. The essence, tasks, structure of the financial plan. Modern trends in planning.  
 Methods and models of creating a financial plan. Long - term financial planning. Short - term financial planning. Modern trends in planning.  
 Modern trends in financial analysis.  
 Modern trends in financial analysis II.  
 Self-study:  
 Horizontal and vertical balance analysis.  
 Analysis of cash flow statement.  
 Financial analysis procedure using financial ratios.  
 Comparison of the company with the industry and the competition. Methods of intercompany comparison  
 Preparing for written continuous work. Creditworthiness and bankruptcy models.  
 Drawing up a long-term financial plan.  
 Drawing up a short-term financial plan.  
 Evaluation of the level and quality of the developed financial plan.  
 Checking the fulfillment of the plan, adjustments and changes to the plan.  
 Preparing for written continuous work. Presentations of financial analyzes of specific business entities.

**Language whose command is required to complete the course:**

slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 8

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

**Lecturer:** doc. Ing. Eva Manová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KKM PHF/PPK22410e/22	<b>Title of course:</b> Financial Econometrics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> independent work, activity final written exam <ul style="list-style-type: none"> <li>• semester test – 20 %</li> <li>• semester work – 20 %</li> <li>• final written exam – 60 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in consultations - 20 hours</li> <li>• self-study - 32 hours</li> <li>• preparation for semester test - 13 hours</li> <li>• preparation for semester work - 13 hours</li> <li>• preparation for exam - 26 hours</li> </ul> Total: 104 hours	
<b>Teaching results:</b> The course aims to acquaint students with the exact means of describing and researching economic dependencies and thus expand the possibilities of their understanding, as well as to create prerequisites for rational economic decision-making. <b>Knowledge:</b> The acquired knowledge will be used to model economic phenomena, to investigate the dependencies of their determining factors, and to solve problems of business management by available methods of econometric research. <b>Skill:</b> The graduate can comprehensively analyze the nature of economic relations, express them by exact means and then apply them in the decision-making process of business practice. <b>Competence:</b> The graduate will be able to apply econometric tools in modeling, estimating, analyzing, and predicting economic problems in the real world and will be able to critically evaluate the results and conclusions of other people using econometric tools.	
<b>Indicative content:</b> Consultation: Introduction to econometrics.	

Classical model of linear regression.  
Generalization of the classical model.  
Discrete dependent variables.  
Systems with multiple equations.  
Seemingly unrelated regressions.  
Random processes.  
Decomposition and autocorrelation methods for one-dimensional time series.  
Financial time series.  
Modeling the development of financial assets.  
Multidimensional series.  
Value at risk.  
Special regression problems.  
Self-study:  
Introduction to econometrics.  
Classical model of linear regression.  
Generalization of the classical model.  
Discrete dependent variables.  
Systems with multiple equations.  
Seemingly unrelated regressions.  
Random processes.  
Decomposition and autocorrelation methods for one-dimensional time series.  
Financial time series.  
Modeling the development of financial assets.  
Multidimensional series.  
Value at risk.  
Special regression problems.

**Support literature:**

1. CIPRA, T. 2008. Finanční ekonometrie (Vol. 30). Ekopress, 2008.
2. BALTAGI, B. H. 1998. Econometrics. Springer, 2008. ISBN 978-3-662-00516-3.
3. WOOLDRIDGE, J. M. 2016. Introductory econometrics: A modern approach. Boston : Cengage Learning, 2016. ISBN 978-1-305-27010-7.
4. HUŠEK, R. 2007. Ekonometrická analýza. Praha: Oeconomica, 2007. ISBN 978-80-245-1300-3.
5. CAMPBELL, J. Y. - LO, A. W. - MACKINLAY, A. C. 2012. The econometrics of financial markets. Princeton University press, 2012.

**Syllabus:**

Consultation:  
Introduction to econometrics.  
Classical model of linear regression.  
Generalization of the classical model.  
Discrete dependent variables.  
Systems with multiple equations.  
Seemingly unrelated regressions.  
Random processes.  
Decomposition and autocorrelation methods for one-dimensional time series.  
Financial time series.  
Modeling the development of financial assets.  
Multidimensional series.  
Value at risk.

Special regression problems.  
 Self-study:  
 Introduction to econometrics.  
 Classical model of linear regression.  
 Generalization of the classical model.  
 Discrete dependent variables.  
 Systems with multiple equations.  
 Seemingly unrelated regressions.  
 Random processes.  
 Decomposition and autocorrelation methods for one-dimensional time series.  
 Financial time series.  
 Modeling the development of financial assets.  
 Multidimensional series.  
 Value at risk.  
 Special regression problems.

**Language whose command is required to complete the course:**

Slovak

**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. PhDr. Ing. Robert Verner, PhD., MBA

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22130e/22	<b>Title of course:</b> Financial Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Continuous assessment – written examination of 40%, minimum to pass 21% Final exam – written examination of 60%, minimum to pass 31%	
<b>Student workload:</b> 130 hours in total, of which: <ul style="list-style-type: none"> <li>• 20 hours of participation in consultations</li> <li>• 32 hours self-study</li> <li>• 39 hours preparation for continuous assessments</li> <li>• 39 hours preparation for final assessment</li> </ul>	
<b>Teaching results:</b> The aim of the course is to prepare students for independent practical application of methods and procedures in the financial management of the company. The result of the training will be the acquisition of detailed information on current theoretical and practical problems of long-term financial management in the conditions of an advanced market economy. The emphasis will be on new tools financing in connection with the development of the money, capital and derivatives market - evaluation economic efficiency of investment projects, current assets, quantification cost of capital of the company, valuation of financial investments and derivatives, portfolio theory, dividend policy. <b>Knowledge:</b> After completing the course, the student has knowledge of the tasks performed by the financial manager in the company, what goals he pursues, what is his position in the company, what are the basic systems of financial management of the company and knows the financial processes in the company. <b>Competence:</b> Ability to evaluate the economic efficiency of investment projects. Ability to analyze the financial condition of the company. Ability to determine the need for working capital. Ability to determine the cost of equity and debt. <b>Skill:</b>	

After completing the course, the student masters the basic disciplines of financial management corresponding to the core knowledge of the 2nd level of study. The student is able to apply the acquired theoretical and practical knowledge of modern financial management in real conditions of a business entity, which is also a basic prerequisite for achieving fundamental changes in business performance. Upon successful completion of this course, students will be able to properly evaluate the effectiveness of investment projects, optimize the financial and capital structure of the company, calculate the cost of equity and debt, and can determine the intrinsic value of basic types of debt securities and financial derivatives.

**Indicative content:**

Consultation:

Content and tasks of financial management.

Analysis of the financial condition of the company.

Management of capital contributions to fixed assets. Methods of evaluating the economic efficiency of investment projects - Part 1.

Management of capital contributions to fixed assets. Methods of evaluating the economic efficiency of investment projects - Part 2.

Current assets financing management.

Sources of capital. Financial and capital structure of the company.

Financial investments, their valuation, profitability and risk.

Portfolio theory and capital asset pricing models.

Financial risks of the company and their mitigation. Financial derivatives and their use in creating investment strategies.

Dividend policy of the company.

Payment system of companies.

Management of international financial relations of companies.

Financial issues of company mergers.

Self-study:

Methods of evaluating the economic efficiency of investment projects.

The impact of financial decisions on the profitability of investment projects.

Methods of determining the need for working capital.

Preparation for written examination no. 1

Calculation of costs of equity and debt, optimization of capital structure.

Models of capital assets valuation.

Yield and riskiness of bonds. Internal value of bonds.

Profitability and riskiness of shares. Internal value of shares. Comparative method.

Model of discounted dividends. Dividend policy.

Calculation of return and riskiness of the portfolio of shares.

Preparation for written examination no. 2

**Support literature:**

Elementary literature:

1. KRÁĽOVIČ, Jozef – VLACHYNSKÝ, Karol. Finančný manažment. 3. preprac. a dopl. vyd. Bratislava : Iura Edition, 2011. 468 s. ISBN 978-80-8078-356-3.

2. KRÁĽOVIČ, Jozef et al. Finančný manažment : zberka príkladov. 4. preprac. a dopl. vyd. Bratislava : Iura Edition, 2011. 235 s. ISBN 978-80-8078-431-7.

Supplementary literature:

1. JINDŘICHOVSKÁ, Irena. Finanční management. 1. vyd. Praha : C. H. Beck, 2013. 295 s. ISBN 978-80-7400-052-2.

2. MARKOVIČ, Peter – TÓTHOVÁ, Alena – KUBRANOVÁ, Magdaléna. Finančný manažment na prahu 21. storočia. 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2013.

268 s. ISBN 978- 80-225-3721-6.

3. SIVÁK, Rudolf a kol. Kapitálová štruktúra podnikateľských subjektov. Bratislava : Sprint 2, 2019. 399 s. ISBN 978-80-8971-023-2. 4. BERK, Jonathan – DEMARZO, Peter. Corporate Finance, 4th edition. Harlow, United Kingdom: Pearson, 2017. ISBN 978-01-3442-679-2. 5. BREALEY, Richard et al. Fundamentals Of Corporate Finance, 9th edition. NY: McGraw-Hill Education, 2018. ISBN 978-1-259-72261-5. 6. BREALEY, Richard et al. Principles of Corporate Finance. NY: McGraw-Hill Education, 2016. ISBN 978-1-259-25333-1.

### **Syllabus:**

Consultation:

Content and tasks of financial management.

Analysis of the financial condition of the company.

Management of capital contributions to fixed assets. Methods of evaluating the economic efficiency of investment projects - Part 1.

Management of capital contributions to fixed assets. Methods of evaluating the economic efficiency of investment projects - Part 2.

Current assets financing management.

Sources of capital. Financial and capital structure of the company.

Financial investments, their valuation, profitability and risk.

Portfolio theory and capital asset pricing models.

Financial risks of the company and their mitigation. Financial derivatives and their use in creating investment strategies.

Dividend policy of the company.

Payment system of companies.

Management of international financial relations of companies.

Financial issues of company mergers.

Self-study:

Methods of evaluating the economic efficiency of investment projects.

The impact of financial decisions on the profitability of investment projects.

Methods of determining the need for working capital.

Preparation for written examination no. 1

Calculation of costs of equity and debt, optimization of capital structure.

Models of capital assets valuation.

Yield and riskiness of bonds. Internal value of bonds.

Profitability and riskiness of shares. Internal value of shares. Comparative method.

Model of discounted dividends. Dividend policy.

Calculation of return and riskiness of the portfolio of shares.

Preparation for written examination no. 2

### **Language whose command is required to complete the course:**

Slovak

### **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. Roland Weiss, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KKM PHF/PPK22430e/22	<b>Title of course:</b> Financial Markets
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> independent work, activity final written exam <ul style="list-style-type: none"> <li>• semester test – 20 %</li> <li>• semester work – 20 %</li> <li>• final written exam – 60 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in consultations - 20 hours</li> <li>• self-study - 32 hours</li> <li>• preparation for the semester test - 16 hours</li> <li>• preparation of the semester assignment - 16 hours</li> <li>• preparation for the exam - 20 hours</li> </ul> Total: 104 hours	
<b>Teaching results:</b> The course aims to provide students with an overview and interpretation of instruments, transactions, and financial market institutions sufficient to understand and master theoretical and practical knowledge based on modern financial theories. Emphasis is placed on a deeper knowledge of the various components of the financial market, their analysis, and the possibility of use in business practice. <b>Knowledge:</b> The graduate will gain knowledge of financial markets and master the principles of financial investment. He understands the various instruments of the financial market and its comprehensive operations. <b>Skill:</b> The graduate is able to comprehensively analyze international financial processes, determine the appropriate method of financing or reducing the financial risk of the company. Orients in investment instruments and financial institutions in an international environment. <b>Competence:</b> The graduate will master the financial and economic laws of financial markets, assess the advantages and disadvantages of specific financial instruments, and evaluate their potential in specific business practice.	

**Indicative content:**

Consultations:

Introduction to financial markets, characteristics, division.

Financial institutions.

Classic securities, shares, bonds.

Regulation and supervision.

Analysis of financial markets, fundamental, technical and psychological.

Trading, stock exchanges, OTC.

Foreign currencies and precious metals.

Options.

Fixed futures trades.

Collective investment.

Synthetic derivatives.

Structured products.

Crises and bubbles.

Self-study:

Forwards and futures, value at risk.

Options.

Volatility.

Bonds, duration, convexity.

Mergers and acquisitions.

Preparation for the semester test.

Processing of materials for seminar papers.

Analysis of materials for seminar papers.

Drawing conclusions from the analysis of seminar papers.

Preparation of presentation of seminar papers.

**Support literature:**

Elementary literature:

1. CHOVANCOVÁ, B. 2006. Finančný trh. Nástroje, transakcie, inštitúcie. Bratislava : Iura Edition, 2006. ISBN 80-8078-089-7.

2. BODIE, Z. – KANE, A. – MARCUS, A. 2004. Investments. 6th Edition. New York: McGraw Hill, 2004. ISBN 0-07-293414-X.

3. HOWELLS, P. – BAIN, K. 2007. Financial Markets and Institutions. Harlow : Prentice Hall, 2007. ISBN 978-0-273-70919-0.

4. DAMODARAN, A. 2002. Investment Valuation. New York : John Wiley & Sons, 2002. ISBN 0-471-41490-5.

5. GRAHAM, B. – DODD, D. L. 2005. Security Analysis. The Classic 1951 Edition. New York : McGraw – Hill, 2005. ISBN 0-07-144820-9.

Supplementary literature:

6. FABOZZI, F. J. 2008. Bond Markets, Analysis and Strategies (Int'l Edition)–6th Edition. Prentice Hall, 2008.

7. FABOZZI, F. J. - DRAKE, P. P. 2010. The basics of finance: an introduction to financial markets, business finance, and portfolio management. John Wiley & Sons, 2010.

**Syllabus:**

Consultations:

Introduction to financial markets, characteristics, division.

Financial institutions.

Classic securities, shares, bonds.

Regulation and supervision.

Analysis of financial markets, fundamental, technical and psychological.  
 Trading, stock exchanges, OTC.  
 Foreign currencies and precious metals.  
 Options.  
 Fixed futures trades.  
 Collective investment.  
 Synthetic derivatives.  
 Structured products.  
 Crises and bubbles.  
 Self-study:  
 Forwards and futures, value at risk.  
 Options.  
 Volatility.  
 Bonds, duration, convexity.  
 Mergers and acquisitions.  
 Preparation for the semester test.  
 Processing of materials for seminar papers.  
 Analysis of materials for seminar papers.  
 Drawing conclusions from the analysis of seminar papers.  
 Preparation of presentation of seminar papers.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 9

A	B	C	D	E	FX
0.0	0.0	11.11	22.22	44.44	22.22

**Lecturer:** doc. PhDr. Ing. Robert Verner, PhD., MBA

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KEM PHF/ PPEM22110e/22	<b>Title of course:</b> Forensic Accounting
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> active participation on consultations in groups, partial written exams, written exam Continuous assessment: active participation on consultations in groups – 10 % partial written exams – 30 % Final rating: written exam – 60 %	
<b>Student workload:</b> participation at consultations – 20 hrs. self-study – 32 hrs. preparation for partial written exams – 22 hrs. preparation for written exam – 30 hrs. Total: 104 hrs.	
<b>Teaching results:</b> The aim of the course is to provide students with a basis for understanding the role of forensic accounting in economic decision-making, financial reporting, and investigative processes. Within the course, students will gain basic information in the areas of identification, analysis, and qualification of misleading trends in accounting. The course will offer knowledge to understand the various possibilities of unethical use of accounting for various reasons and motives. In addition, the course combines traditional (legal) and misleading accounting procedures, presents schemes of misleading procedures, their manifestations in the financial statements and, in connection with that, the process of investigating suspicious practices with the introduction of analytical methods and procedures. The subject shapes the ethical perception of students and the responsibility for the precise implementation of the practice of economist - accountant. Knowledge: to know the basic categories of forensic accounting with the creation of preconditions for their possible subsequent more detailed development within a deeper study of forensic disciplines, to understand the interrelationships of the elements of the context of misleading in accounting, to know the nature of fraud and the possibilities of their prevention,	

to be familiar with the usual schemes of misleading accounting practices that affect the financial statements,

to understand the principles and basic forensic accounting analysis,

to understand the basic investigative procedures in forensic accounting,

to master ethical principles in resolving ethical conflicts.

Competence:

the ability to make decisions and think critically about ethical dilemmas in accounting,

to implement teamwork in managing the challenges related to forensic accounting methods and processes,

the ability to achieve personal integrity in distinguishing between acceptable and unacceptable accounting practices.

Skill:

to analyze the basic context in forensic accounting,

to analyze the financial statements in order to identify misleading practices,

to identify potentially fraudulent situations,

to evaluate critically the causes, circumstances and consequences of questionable accounting procedures,

to apply basic concepts of forensic accounting in practice,

to develop curiosity in detecting unusual phenomena and their causes,

to examine details in accounting,

to apply ethical approaches in the practice of accounting professionals.

### **Indicative content:**

Consultations:

The essence of forensic accounting. History and reasons.

Creativity and fraud in financial reporting.

Accounting data distortion practices.

Anatomy of misleading accounting procedures – assets, liabilities.

Anatomy of misleading accounting procedures – expenses, revenues.

Financial statements – red flags.

Quantitative methods of data distortion detection.

Qualitative methods of data distortion detection.

The process of investigating the misleading in accounting.

Methods and techniques of investigating the misleading in accounting.

Economic, legal and psychological aspects of fraud. The triangle of fraud - opportunity, motivation, rationalization.

Prevention of fraudulent conduct in financial reporting. Accounting ethics.

Economic impacts of fraudulent conduct in financial reporting – an expert's view from practice.

Self-study:

Accounting scandals.

Financial statements – analysis of financial statements.

Manipulation of accounting data – selected accounting procedures – assets, liabilities.

Manipulation of accounting data – selected accounting procedures – expenses, revenues.

Evaluation of financial statements – case studies.

Quantitative methods of data distortion detection – case study.

Qualitative methods of data distortion detection – case study.

The process of investigating the misleading in accounting.

Application of methods and techniques of investigation of the misleading in accounting.

Testing the quality of financial statements.

The current situation in the economic environment as an opportunity to use misleading practices in accounting.

Effective control system in companies.

**Support literature:**

Elementary literature:

1. CRUMBLEY, D. L. et al. Forensic and Investigative Accounting. 9th Edition. CCH Inc., 2019. 872 p. ISBN 978-08-0805-322-4.
2. DRÁBKOVÁ, Z. Riziko účetních chyb a podvodů ve světle kreativního účetnictví. Nástroje efektivního řízení a hodnocení rizik v účetnictví. Praha : Wolters Kluwer, 2020. 148 s. ISBN 978-80-7598-312-1.

Supplementary literature:

3. CRAIN, M. A. et al. Essentials of Forensic Accounting. 2nd Edition. John Wiley and Sons, 2019. 640 s. ISBN 978-1-94830-644-7.
4. DUŠEK, J. Vyhněte sa chybám v účetnictví. Rady, řešení, praktické příklady. Praha : Grada, 2014. 128 s. ISBN 978-80-247-9464-8.
5. TUMPACH, M. Forezné účtovníctvo : využitie CAATT pri odhaľovaní ekonomickej kriminality. Bratislava : Ekonóm, 2013. 145 s. ISBN 978-80-225-3579-3.
6. VOLKÁNOVÁ, Z. Podvody v účetnictví firem. Jak se jim bránit. Praha : Linde, 2014. 192 s. ISBN 978-80-7201-945-8.
7. Aktuálne vedecké a odborné články zaoberajúce sa súčasnými problémami z forezného účtovníctva.

**Syllabus:**

Consultations:

The essence of forensic accounting. History and reasons.

Creativity and fraud in financial reporting.

Accounting data distortion practices.

Anatomy of misleading accounting procedures – assets, liabilities.

Anatomy of misleading accounting procedures – expenses, revenues.

Financial statements – red flags.

Quantitative methods of data distortion detection.

Qualitative methods of data distortion detection.

The process of investigating the misleading in accounting.

Methods and techniques of investigating the misleading in accounting.

Economic, legal and psychological aspects of fraud. The triangle of fraud - opportunity, motivation, rationalization.

Prevention of fraudulent conduct in financial reporting. Accounting ethics.

Economic impacts of fraudulent conduct in financial reporting – an expert's view from practice.

Self-study:

Accounting scandals.

Financial statements – analysis of financial statements.

Manipulation of accounting data – selected accounting procedures – assets, liabilities.

Manipulation of accounting data – selected accounting procedures – expenses, revenues.

Evaluation of financial statements – case studies.

Quantitative methods of data distortion detection – case study.

Qualitative methods of data distortion detection – case study.

The process of investigating the misleading in accounting.

Application of methods and techniques of investigation of the misleading in accounting.

Testing the quality of financial statements.

The current situation in the economic environment as an opportunity to use misleading practices in accounting.

Effective control system in companies.

<b>Language whose command is required to complete the course:</b> slovak					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Jozefína Hvastová, PhD.					
<b>Date of the latest change:</b> 28.02.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KKM PHF/PPK22570e/22	<b>Title of course:</b> Game Theory
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> project, test written exam <ul style="list-style-type: none"> <li>• project – 20 %</li> <li>• test – 20 %</li> <li>• written exam – 60 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in consultations - 20 hours</li> <li>• self-study - 32 hours</li> <li>• preparation for consultations - 10 hours</li> <li>• preparation for the semester test - 10 hours</li> <li>• project processing - 10 hours</li> <li>• preparation for the exam - 22 hours</li> </ul> Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to provide students with basic knowledge of game theory. The student will gain an overview of the basic types of games that can be applied to real situations, he will be able to find optimal strategies in various decision-making situations, whether it will be a situation corresponding to non-cooperative games or cooperative games, in which he also learns to work in team. Students will also practice the connection of game theory with real situations in voting games, where it is important to know which coalitions are advantageous and why. The student will get acquainted with the basic models of the market and with the basic types of auctions. <b>Knowledge:</b> At the theoretical level student has the necessary knowledge of the basic definitions of game theory, he knows ways to find optimal strategies, methods how to solve matrix and bimatrix games, he has an overview of possible solutions in situations corresponding to decision-making for risks and uncertainties, he knows definitions and principles of non-cooperative and cooperative games and has knowledge of coalition formation, the basic market models and the basic types of auctions. <b>Skills:</b> The student is able to apply the concepts of game theory to real situations, to solve basic types of games, to find the optimal solution of matrix games, non-cooperative and cooperative games. He	

is able to decide in situations corresponding to games against nature. The student's ability to work in a team will be used in solving cooperative games and creating coalitions.

Competences:

After completing the course, student has basic knowledge of game theory and their use in solving specific tasks, especially those of an economic nature, which he demonstrates by the project developing and its subsequent presentation. Student is able to apply the gained knowledge in real situations such as the selection of a suitable partner in the company, the selection of a suitable location for the company or the selection of a suitable strategy for the competition fight on the market.

**Indicative content:**

Consultations:

Basic concepts of modeling conflict situations.

Games in normal form, games in extensive form, non-conflict decision situations.

Two player games. Definition of antagonistic conflict. Matrix games and methods of their solution.

Optimal player strategies, their existence and properties. Fictitious game method, dominance in matrix games.

Bimatrix games.

Endless antagonistic conflicts - finding a balanced strategy of the game.

Von Neumann-Morgenstern utility function.

Decision making for risks and uncertainties. Games against nature.

Non-cooperative games n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.

Cooperative games n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.

Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.

Market models in game theory. Monopoly, duopoly, oligopoly.

Introduction to auction theory.

Applications of game theory in the economic environment, paradoxes of economic laws.

Self-study:

Basic concepts of modeling conflict situations.

Games in normal form, games in extensive form, non-conflict decision situations.

Two player games. Definition of antagonistic conflict. Matrix games and methods of their solution.

Optimal player strategies, their existence and properties. Fictitious game method, dominance in matrix games.

Bimatrix games.

Endless antagonistic conflicts - finding a balanced strategy of the game.

Von Neumann-Morgenstern utility function.

Decision making for risks and uncertainties. Games against nature.

Non-cooperative games n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.

Cooperative games n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.

Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.

Preparation for semester test.

Preparation for project presentation.

**Support literature:**

1. CORCHÓN, L. C. – MARINI, M. A. 2018. Handbook of Game Theory and Industrial Organization, Volume I. Edward Elgar Publishing. 2018. ISBN: 978-1-78536-327-6

2. CORCHÓN, L. C. – MARINI, M. A. 2018. Handbook of Game Theory and Industrial Organization, Volume II. Edward Elgar Publishing. 2018. ISBN: 978- 1-78811-277-2
3. DLOUHÝ, M. – FIALA, P. 2020. Teórie ekonomických a politických her. Oeconomica, 2020. ISBN: 978-80-245-2366-8
4. DÉMUTH, A. 2013. Teória hier a problém rozhodovania. Filozofická fakulta Trnavskej univerzity v Trnave, 2013. ISBN: 978-80-8082-580-5
5. GOGA, M. 2013. Teória hier. Ekonómia, Iura Edition, 2013.
6. MUNOZ-GARCIA, F. – TORO-GONZALES, D. 2016. Strategy and Game Theory: Practice Exercises with Answers. Springer International Publishing Switzerland. 2016. ISBN: 978-3319329628.
7. MUROS, F. J. 2018. Cooperative Game Theory Tools in Coalitional Control Networks. Springer, Cham. 2018. ISBN: 978-3-030-10489-4
8. PETROSYAN, L. A.- ZENKEVICH, N. A. 2016. Game Theory. Second Edition. World Scientific Publishing. 2016.
9. VESELOVSKÁ, L. 2018. Aplikácia teórie hier v manažérskom rozhodovaní. Vydavateľstvo Belianum, Univerzita Mateja Bela, Banská Bystrica, 2018. ISBN 978-80-557-1528-5
10. KUHN, H. W. (ed.) 1997. Classics in Game Theory. Princeton : Princeton University Press, 1997.
11. OWEN, G. 1995. Game theory. Academic Press, London, 1995.
12. PETERSON, M. 2010. An Introduction to Decision Theory. Cambridge University Press, 2010.

### **Syllabus:**

#### Consultations:

Basic concepts of modeling conflict situations.

Games in normal form, games in extensive form, non-conflict decision situations.

Two player games. Definition of antagonistic conflict. Matrix games and methods of their solution. Optimal player strategies, their existence and properties. Fictitious game method, dominance in matrix games.

Bimatrix games.

Endless antagonistic conflicts - finding a balanced strategy of the game.

Von Neumann-Morgenstern utility function.

Decision making for risks and uncertainties. Games against nature.

Non-cooperative games n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.

Cooperative games n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.

Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.

Market models in game theory. Monopoly, duopoly, oligopoly.

Introduction to auction theory.

Applications of game theory in the economic environment, paradoxes of economic laws.

#### Self-study:

Basic concepts of modeling conflict situations.

Games in normal form, games in extensive form, non-conflict decision situations.

Two player games. Definition of antagonistic conflict. Matrix games and methods of their solution. Optimal player strategies, their existence and properties. Fictitious game method, dominance in matrix games.

Bimatrix games.

Endless antagonistic conflicts - finding a balanced strategy of the game.

Von Neumann-Morgenstern utility function.

Decision making for risks and uncertainties. Games against nature.

Non-cooperative games n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.

Cooperative games n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.

Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.

Preparation for semester test.

Preparation for project presentation.

**Language whose command is required to complete the course:**

Slovak

**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. Martin Mizla, PhD., RNDr. Jana Coroničová Hurajová, PhD.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22230e/22	<b>Title of course:</b> Hospitality Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Individual work, reports, written work, continuous tests, combined exam. Continuous assessment: 40% activity in consultations and continuous verification of knowledge - 10% result of semester tests -10% evaluation of written semester work - 10% evaluation of reports from 3 assigned control questions from consultations - 10%. Result of the final combined exam: 60% (written exam and oral part of the exam).	
<b>Student workload:</b> participation in consultations - 20 hrs. self-study - 13 hrs. elaboration of 4 reports of assigned control questions of consultations, examples for consultations and written semester work – project - 45 hrs. preparation for the continuous semester test -7 hrs. preparation for the final exam test and oral exam -19 hrs. Total: 104 hrs.	
<b>Teaching results:</b> The aim of the course is to present knowledge about the basic dimensions of professionalism and customer service in the main areas of the largest service industry in the world. Gaining knowledge of the processes of hospitality management and segments of travel and tourism is a prerequisite for the performance of management positions in this industry. He is acquainted with the concept and history and perspectives of the development of the hospitality industry and its individual areas. <b>Knowledge:</b> about hospitality, travel, and tourism, about various segments in the hotel industry, about services and companies, facilities that provide them individually or in cooperation. passengers and locals alike, on the differentiation of sales strategies in terms of product life cycle, strategies focused on marketing communication and distribution. <b>Skills:</b> in business management, resource planning, procurement, and staff organization,	

in bookkeeping, cost and cost calculations, investments, marketing, as well as the communication mix,  
in the areas of marketing cooperation and demonstration of approaches to optimization and modeling of business and organizational processes,  
ability to work in management positions in public and state administration with a stop to the Ministry of Transport and Tourism,  
Competence:  
ability to orientate oneself in generally binding regulations dealing with hospitality and tourism,  
ability to analyze the situation, conditions and requirements for travel hospitality and tourism,  
ability to orientate oneself in analyzes and evaluation of data necessary for business development in this dynamically developing sector.

**Indicative content:**

Consultations:

Introduction to the subject. Contents. Sequence of studies. Forms of study of the subject. Literature. Sectors of services, Preparation for a career in the hotel and tourism sector, work in the catering sector, refreshments, and tourism.

Restaurant services.

Restaurant operation.

Independent business in catering or franchising.

Competitive forces in catering services. On-site catering services.

Problems faced by catering services.

Accommodation: Meeting with the guest and his needs.

Hotel and accommodation. Forces shaping the hotel business.

Competition of accommodation services.

Tourism: offensive nature of business and building of tourism (front and center).

Destinations: Tourism, Idea generators, program.

Leadership: A new way of thinking, planning, and organizing in the hotel industry.

Self-study:

Preparation for a career in the hotel and tourism industry.

Work in the food industry, refreshments, and tourism. Working on a project

Restaurant services.

Restaurant operation.

Independent business in catering or franchising.

Competitive forces in catering services. On-site catering services.

Accommodation: Meeting with the guest and his needs.

Hotel and accommodation. Forces shaping the hotel business.

Competition in accommodation services. Working on a project.

Tourism: offensive nature of business and building of tourism centers (front and center).

Destinations: Tourism, Generators of ideas, programs.

Leadership: A new way of thinking, planning, and organizing in the hotel industry.

**Support literature:**

Elementary literature:

1. PATÚŠ, P. 2014. Manažment prevádzky hotela. Dali-BB, 215 s. EAN: 9788081410741, ISBN: 978-80-8141-074-1.

2. LOCHMANNOVÁ, A. 2015. Cestovní ruch. Edícia: 1. Computer Media, 112 s. EAN: 9788074022166, ISBN: 978-80-7402-216-6.

3. KOTÍKOVÁ, H. 2013. Nové trendy v nabídce cestovního ruchu. Grada, 208 s. EAN: 9788024746036, ISBN: 978-80-247-4603-6.

4. PATÚŠ, P. 2011. Manažment prevádzky pohostinského zariadenia. Dali-BB, 179 s. EAN: 9788089090846, ISBN: 978-80-89090-84-6.
  5. SLÁDEK, G. 2007. Manažment v pohostinstve a hotelierstve. Epos, 720 s. EAN: 9788080577186, ISBN: 978-80-8057-718-6.
  6. PATÚŠ, P., GÚČIK, M. 2005. Manažment ubytovacej prevádzky hotela. Banská Bystrica: Slovensko-švajčiarske združenie pre rozvoj cestovného ruchu, 2005. Knižnica cestovného ruchu, 8. ISBN 80-88945-81-X.
  7. VETRÁKOVÁ, M. 2017. Riadenie ľudských zdrojov v ubytovacích zariadeniach hotelového typu. Bratislava: Wolters Kluwer, Ekonómia. ISBN 978-80-8168-612-2.
  8. HRUBALOVÁ, L. 2015. Základy hotelierstva. Nitra: Univerzita Konštantína Filozofa, Europica varietas, č. 42. ISBN 978-80-558-0750-8.
  9. KRÍŽEK, F., NEUFUS J. 2014. Moderní hotelový management: nové trendy a metody v řízení hotelů, aktualizované informace o hotelovém provozu a jeho organizaci, optimalizace provozu s ohledem na ekologii a etiku, praktické příklady a fotografická příloha. Praha: Grada, ISBN 978-80-247-4835-1.
  10. ALLEN, J. 2008. Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives And Other Special Events. Toronto, On, Canada: Wiley, 448 p. ISBN 10: 0470155744, ISBN 13: 9780470155745.
  11. BARROWS, C. W., POWERS, T., REYNOLDS, D. R. 2011. Introduction to Management in the Hospitality Industry 10th Edition. Wiley Global Education, 752 p. ISBN-13: 978-0470399743, ISBN-10: 0470399740.
  12. SOLOMON, M., HUMLER, H. 2019. The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets. SelectBooks; Reprint edition, 192 p. ISBN: 1590794893, ISBN-13: 978-1590794890.
  13. THURSTON, R. W., MORRIS, J. (Editor), STEIMAN, S. 2013. Coffee: A Comprehensive Guide to the Bean, the Beverage, and the Industry. Rowman & Littlefield Publishers, 428 p. ISBN: 1442214406, ISBN13: 9781442214408.
- Supplementary literature:
14. HOUŠKA, P. 2013. Průmysl cestovního ruchu v Evropské unii. UJAK Praha, 80 s. EAN: 9788074520365, ISBN: 978-80-7452-036-5.

### **Syllabus:**

Consultations:

Introduction to the subject. Contents. Sequence of studies. Forms of study of the subject.

Literature.

Sectors of services, Preparation for a career in the hotel and tourism sector, work in the catering sector, refreshments, and tourism.

Restaurant services.

Restaurant operation.

Independent business in catering or franchising.

Competitive forces in catering services. On-site catering services.

Problems faced by catering services.

Accommodation: Meeting with the guest and his needs.

Hotel and accommodation. Forces shaping the hotel business.

Competition of accommodation services.

Tourism: offensive nature of business and building of tourism (front and center).

Destinations: Tourism, Idea generators, program.

Leadership: A new way of thinking, planning, and organizing in the hotel industry.

Self-study:

Preparation for a career in the hotel and tourism industry.

Work in the food industry, refreshments, and tourism. Working on a project

<p>Restaurant services.  Restaurant operation.  Independent business in catering or franchising.  Competitive forces in catering services. On-site catering services.  Accommodation: Meeting with the guest and his needs.  Hotel and accommodation. Forces shaping the hotel business.  Competition in accommodation services. Working on a project.  Tourism: offensive nature of business and building of tourism centers (front and center).  Destinations: Tourism, Generators of ideas, programs.  Leadership: A new way of thinking, planning, and organizing in the hotel industry.</p>					
<p><b>Language whose command is required to complete the course:</b>  Slovak</p>					
<p><b>Notes:</b></p>					
<p><b>Assessment of courses</b>  Total number of evaluated students: 0</p>					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<p><b>Lecturer:</b> doc. Ing. Michal Stričík, PhD.</p>					
<p><b>Date of the latest change:</b> 28.02.2022</p>					
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.</p>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22102e/22	<b>Title of course:</b> Innovation Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Seminars - a total of 40%, of which: - continuous evaluation - 30% - semester work (individual and group presentation) - 10% Exam - total 60% To meet the conditions of continuous assessment, it is necessary to process the semester work, which is evaluated so that 90% of the assessment for the semester work represents creativity and 10% represents technical, stylistic, grammatical and other aspects.	
<b>Student workload:</b> - participation in consultations: 20 hours - self-study: 26 hours - preparation of semester work: 13 hours - preparation for mid-term evaluation: 31 hours - preparation for the exam: 39 hours Total: 130	
<b>Teaching results:</b> The aim of the course is to provide current knowledge of the theory of innovation processes in the company, the application of techniques used in innovation management and knowledge intensive business services and to learn the necessary skills to manage the creation and implementation of innovations. The course also provides an overview of the development and current state of progressive industries, current barriers to innovation, especially in small and medium-sized enterprises, and knowledge in the field of financing innovation activities. <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• on inventions, innovations, the innovation process and their management,</li> <li>• understand the fundamental differences between innovation and invention,</li> <li>• about the stages of the innovation process, how to evaluate innovation opportunities and use the innovative potential of the company in order to increase its competitiveness,</li> <li>• about the stages of product innovation development,</li> <li>• about the risks, barriers, success and failure of the innovation process,</li> <li>• about the possibilities of financing innovative activities.</li> </ul> <b>Skills:</b>	

- planning of innovations and control of their progress (Valent's innovation spectrum),
- selection and design of a parallel or functional model of innovation,
- creation of a map of processes and innovations using the application of relevant techniques,
- use of basic quantitative and qualitative tools,
- apply the acquired knowledge in the preparation of individual work,
- interpret the results of individual and teamwork,
- project preparation in a team.

Competences:

- synthesize basic knowledge in the field of innovation, innovation processes, management and their interconnection with increasing the competitiveness of the company,
- assess the level of access to innovation in the company,
- apply knowledge and critically analyze the barriers to innovative business.

### **Indicative content:**

Consultations:

Definition of basic concepts in the field of innovation and classification of innovations.

Approaches to innovation and innovation models.

The need for innovation. Evaluation of innovation opportunities.

Innovation process. Product life cycle.

Product innovation development phase.

Management of innovation activities and techniques of IMTs.

Organizing in the innovation process.

Risks, effects, failure and success of innovation activities.

Barriers to innovation.

Private sources of financing innovation activities.

Public sources of financing innovation activities.

Support for innovation activities from European Union funds.

Documents supporting innovation activities.

Self-study:

Trends in economic development in the transformation process.

Development of progressive branches of industry (engineering, electrical engineering, chemical industry, etc.) Defining a new business space, a new business strategy.

Valent's innovation spectrum. Identification of the main types of losses in the production process.

Implementation of 7 series of innovations in a concrete form.

Implementation of innovation management techniques in companies. Identification of the main barriers to innovation management. Application of creativity and technological support techniques.

Functional model of the innovation process in the company. Proposal of new organizational structures in assigned specific Slovak companies.

Parallel model of product development and its characteristics. Defining evaluation criteria.

Classical and modern approaches to innovation. Schumpeter's innovative models. Creation of new products, definition of new production methods, finding new sources of offers, surveys of new markets, introduction of new ways of organizing trades.

Use of models according to Schmoekler, Rothwell and Beijeov. Updating the strategic focus on the innovation process. Inventing new market opportunities.

Roles and functions of knowledge intensive business services in terms of innovation.

Implementation of knowledge intensive business services in Slovak companies.

Results of surveys in industrial enterprises.

Selection of processes for reengineering and creation of a map of business processes.

The approach of Slovak manufacturing enterprises to the introduction of innovations.

### **Support literature:**

Elementary literature:

1. DUĽOVÁ SPIŠÁKOVÁ, E. - SABADKA, D. Inovácie výroby a výrobkov. Košice: Technická univerzita v Košiciach, 2020. 252 s. ISBN 978-80-553-3754-8.
2. SPIŠÁKOVÁ, Emília. Inovačné aktivity podnikov, možnosti financovania inovácií a ich reálne využitie. Košice : Technická univerzita v Košiciach, 2010. 228 s. ISBN 978-80-553-0587-5.
3. KOVÁČ, Milan - SABADKA, Dušan - DUĽOVÁ SPIŠÁKOVÁ, Emília. Inovácie : návody na cvičenia II : učebný text. 1. vyd. Košice : Strojnícka fakulta Technickej univerzity v Košiciach, 2015. 100 s. ISBN 978-80-553-2033-5.
4. DUGAS, J. – FERENCZ, V. 2015. Manažérstvo inovácií. Bratislava : Vydavateľstvo EKONÓM, 2015. 252 s. ISBN 978-80-225-4178-7.
5. KNOŠKOVÁ, Ľ. 2015. Riadenie inovačných procesov. Bratislava : Vydavateľstvo EKONÓM, 2015. 124 s. ISBN 978-80-225-4008-7.
6. GUBOVÁ, K. 2016. Manažment inovácií v podniku. Praktikum Bratislava : Vydavateľstvo EKONÓM, 2016. 122 s. ISBN 978-80-225-4374-3.

Supplementary literature:

7. TIDD, J. – BESSANT, J. R. 2018. Managing Innovation: Integrating Technological, Market and Organizational Change. WILEY, 2018. 6. vyd., 608 s. ISBN: 978-1-119-37945-4.
8. LESÁKOVÁ, Ľ. et al. 2017. Inovácie v činnosti malých a stredných podnikov v Slovenskej republike. Banská Bystrica : Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2017. 326 s. ISBN 978-80-557-1347-2.
9. DODGSON, M. 2015. Oxford Handbook of Innovation Management. Oxford University Press, 2015. 720 s. ISBN: 9780198746492.
10. MAJTÁN, M. - MIZLA, M. - MIZLA, P. Využitie simulácii pri manažovaní projektov. In Ekonomický časopis : časopis pre ekonomickú teóriu, hospodársku politiku, spoločensko-ekonomické prognózovanie = journal for economic theory, economic policy, social and economic forecasting. - Bratislava : Ekonomický ústav SAV : Prognostický ústav SAV, 2014. ISSN 0013-3035, 2014, roč. 62, č. 5, s. 508-521. VEGA 1/0328/13.MIZLA, M. Innovation and its potentials. In Acta Oeconomica Cassoviensia : scientific journal. - Košice : PHF EU Košice, 2013. ISSN 1337-6020, 2013, roč. 6, č. 1, s. 82-92.
11. ŠOOŠ, Ľ. - FERENCZ, V. - DUGAS, J. Innovative management techniques in the field of environmental education. - Registrovaný: Web of Science. In International conference on new horizons in education. Procedia Social and Behavioral Sciences : international conference on new horizons in education, INTE 2014: 25-27 June 2014, Paris, France. - [s.l.] : Elsevier, 2015. ISSN 1877-0428, 2015, vol. 174, pp. 3542-3546 online.
12. DUGAS, J. - SEŇOVÁ, A. - DUGAS, J., ml. - ZÁVADSKÝ, C.. Innovation processes and their informational provision. In Acta Oeconomica Cassoviensia : scientific journal. - Košice : PHF EU Košice, 2017. ISSN 2585-8785, 2017, vol. 10, no. 2, s. 23-34 online.

**Syllabus:**

Consultations:

- Definition of basic concepts in the field of innovation and classification of innovations.
- Approaches to innovation and innovation models.
- The need for innovation. Evaluation of innovation opportunities.
- Innovation process. Product life cycle.
- Product innovation development phase.
- Management of innovation activities and techniques of IMTs.
- Organizing in the innovation process.
- Risks, effects, failure and success of innovation activities.
- Barriers to innovation.
- Private sources of financing innovation activities.
- Public sources of financing innovation activities.

Support for innovation activities from European Union funds.  
 Documents supporting innovation activities.  
 Self-study:  
 Trends in economic development in the transformation process.  
 Development of progressive branches of industry (engineering, electrical engineering, chemical industry, etc.) Defining a new business space, a new business strategy.  
 Valent's innovation spectrum. Identification of the main types of losses in the production process.  
 Implementation of 7 series of innovations in a concrete form.  
 Implementation of innovation management techniques in companies. Identification of the main barriers to innovation management. Application of creativity and technological support techniques.  
 Functional model of the innovation process in the company. Proposal of new organizational structures in assigned specific Slovak companies.  
 Parallel model of product development and its characteristics. Defining evaluation criteria.  
 Classical and modern approaches to innovation. Schumpeter's innovative models. Creation of new products, definition of new production methods, finding new sources of offers, surveys of new markets, introduction of new ways of organizing trades.  
 Use of models according to Schmookler, Rothwell and Beijeov. Updating the strategic focus on the innovation process. Inventing new market opportunities.  
 Roles and functions of knowledge intensive business services in terms of innovation.  
 Implementation of knowledge intensive business services in Slovak companies.  
 Results of surveys in industrial enterprises.  
 Selection of processes for reengineering and creation of a map of business processes.  
 The approach of Slovak manufacturing enterprises to the introduction of innovations.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**Assessment of courses**

Total number of evaluated students: 8

A	B	C	D	E	FX
62.5	37.5	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Emília Duřová Spiřáková, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22111e/22	<b>Title of course:</b> International Business
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> - activity on consultations – 10% - results of semester test – 30% - results of final written exam – 60%	
<b>Student workload:</b> - participation in consultations – 20 h - self-study – 32 h - preparation for consultations – 26 h - preparation for semester test – 26 h Total: 104	
<b>Teaching results:</b> Knowledge: - knowledge of the basic theoretical concepts of international business, - understanding the principles of developing business activities in an international environment, - knowledge of the position and activities of multinational companies, - understanding intercultural differences at country level. Competences: - personal competencies developed by teamwork, active discussion and the need to formulate one's own opinions, - professional competence acquired through the application of knowledge within solving real case studies, - intercultural competences developed through role-playing. Skills: - integration of knowledge and its application to real problems of international business, - development of critical and variant thinking in solving the tasks of international decision-making, - perception of business opportunities and threats in the international environment, - creation of international business strategies.	
<b>Indicative content:</b> Consultations: International environment - characteristics, analysis of factors and trends. Competitive advantages of countries.	

Internationalization of business.  
Decision - making on entering a foreign country. Export.  
International movement of know-how. Capital entries into foreign markets.  
Foreign direct investment.  
International strategic partnerships.  
International strategies.  
Organizational structure of multinational companies.  
International human resources management.  
Entrepreneurship in the context of different national cultures.  
International business ethics.  
Operation of multinational and transnational companies in the Slovak Republic.  
Self-study:  
Analysis of differences in managerial approaches in the world.  
Strategic diagnostics of the international environment.  
Analysis of international competitive advantages on the example of a specific country.  
Deciding on forms of entry into foreign markets. Export - analysis of the purchase contract.  
International movement of know-how: franchising and licensing.  
Analysis of the causes and process of acquisitions and mergers.  
Foreign direct investment in V4.  
Multilateral strategic alliances.  
Preparation for semester test.  
Identification of international business strategy.  
Selection of employees for foreign posting.  
Cultural differences in key regions of the world.  
Violation of international business ethics - examples.

**Support literature:**

Elementary literature:

1. HILL, C.W.L., HULT, G.T.M. 2020. Global Business Today. New York : McGraw Hill Education. ISBN 978-1-260-08837-3
2. BOBENIČ HINTOŠOVÁ, A. 2021. Inward FDI: Characterizations and Evaluation. In Encyclopedia. 2021, vol. 1, no. 4, pp. 1027-1037. ISSN 2673-8392
3. BALÁŽ, P. a kol.: Medzinárodné podnikanie. Bratislava : Sprint dva, 2020. ISBN 978-80-89710-51-5
4. FERENČÍKOVÁ, S. a kol. Medzinárodná expanzia firiem. Bratislava : Iura Edition, 2013. ISBN 978-80-8078-532-1

Supplementary literature:

5. CASTELLANI, D. a kol. Contemporary Issues in International Business. Cham : Springer, 2018. ISBN 978-3-319-70219-3
6. IKE, L.: International Business: Environments Operations. London : XLibris, 2017. ISBN 978-1-5245-9754-2

**Syllabus:**

Consultations:

- International environment - characteristics, analysis of factors and trends.  
Competitive advantages of countries.  
Internationalization of business.  
Decision - making on entering a foreign country. Export.  
International movement of know-how. Capital entries into foreign markets.  
Foreign direct investment.  
International strategic partnerships.

International strategies.  
 Organizational structure of multinational companies.  
 International human resources management.  
 Entrepreneurship in the context of different national cultures.  
 International business ethics.  
 Operation of multinational and transnational companies in the Slovak Republic.  
 Self-study:  
 Analysis of differences in managerial approaches in the world.  
 Strategic diagnostics of the international environment.  
 Analysis of international competitive advantages on the example of a specific country.  
 Deciding on forms of entry into foreign markets. Export - analysis of the purchase contract.  
 International movement of know-how: franchising and licensing.  
 Analysis of the causes and process of acquisitions and mergers.  
 Foreign direct investment in V4.  
 Multilateral strategic alliances.  
 Preparation for semester test.  
 Identification of international business strategy.  
 Selection of employees for foreign posting.  
 Cultural differences in key regions of the world.  
 Violation of international business ethics - examples.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**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. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22105e/22	<b>Title of course:</b> Internet Communication
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> team semester work, semester test written exam The team for elaborating the semester assignment consists of 3 members and the selection of team members will be made randomly. The evaluation of the semester assignment is performed as a team. All team members receive the same rating. <ul style="list-style-type: none"> <li>• elaboration of presentation of team semester work – 20 %</li> <li>• semester test – 10 %</li> <li>• activity – 10 %</li> <li>• final written exam – 60 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in consultations – 20 hours</li> <li>• self-study – 32 hours</li> <li>• preparation of team semester work – 13 hours</li> <li>• preparation for semester test – 13 hours</li> <li>• preparation for final written exam – 26 hours</li> </ul> Total: 104 hours	
<b>Teaching results:</b> <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• communication strategies in the digital environment</li> <li>• knowledge of social media platforms as business tools</li> <li>• analytical tools for evaluation of efficiency of Internet communication</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• to search of information on the Internet</li> <li>• user communities targeting on social networks</li> <li>• to create a professional profile on social networks</li> <li>• to create virtual teams</li> <li>• to analyze the efficiency of Internet communication</li> </ul> <b>Competences:</b> <ul style="list-style-type: none"> <li>• ability to develop and apply effective communication strategies in a digital environment</li> <li>• to use managerial approaches to create business presentations on the Internet</li> </ul>	

- ability to design and use analytical tools to evaluate Internet communication

**Indicative content:**

Consultation:

Internet communication – introduction.

Digital environment and social media. Enterprise social networks.

Information search and knowledge sharing.

Development and use of multimedia.

The role of information technology in e-commerce.

Application of communication strategies I.

Application of communication strategies II.

CMS platforms.

Analytical tools for evaluation of the Internet communication.

Application of analytical tools of efficiency evaluation of Internet communication.

Digital platforms for virtual communication.

Virtual cooperation and virtual teams.

Trends in Internet Communication.

Self-study:

The importance of Internet communication in the managerial work.

A professional profile on social media networks.

Vertical and horizontal analysis of social networks.

Information search tools. Knowledge sharing.

E-commerce: a case study.

Native advertising on social networks.

Blogging, microblogging. Copywriting.

Raising brand awareness in the digital environment. Employer branding in the digital environment.

Application on examples.

Indicators of the efficiency of the use of advertising space on the Internet.

Evaluation of the efficiency of Internet communication using analytical tools.

Virtual teams in a company. Webinars: a case study.

**Support literature:**

Elementary literature:

1. DWIVEDI, A. – McDonald, R. E.: Examining the efficacy of brand social media communication: a consumer perspective. In: *Journal of Marketing Theory and Practice*. 2020, Vol. 28, Iss. 4, pp. 373-386.

2. VLAD, D. E.: *Concepts of Quality Connected to Social Media and Emotions*. Springer Gabler, 2020. ISBN 978-3-658-28867-9 (eBook)

3. DOLEGA, L. – ROWE, F. – BRANAGAN, E.: Going digital? The impact of social media marketing on retail website traffic, orders and sales. In: *Journal of Retailing and Consumer Services*, 2021, vol. 60.

4. KRUPA, M.: *E-shop od nápadu po úspěch*. Bratislava: Wolters Kluwer, 2018, 304 s. ISBN 978-8081688621.

5. PŘIKRYLOVÁ, J. a kol.: *Moderní marketingová komunikace*. Praha: Grada Publishing. 2019. ISBN 978-80-271-2649-1

6. SZARKOVÁ, M. et al.: *Social Networks in Human Resources Management in the Industrial Revolution 4.0 and 5.0 and Their Evolutionary Trends*. České Budějovice: Vysoká škola evropských a regionálních studií, 2021. 110 s. ISBN 978-80-7556-083-4

Supplementary literature:

7. SONNIER, G. P. – McALISTER, L. – RUTZ, O. J.: A Dynamic Model of the Effect of Online Communications on Firm Sales. In: *Marketing Science*, 2011, vol. 30, No. 4, pp. 702-716.

8. ČERNÝ, M.: Elektronické podnikanie. Bratislava: Vydavateľstvo EKONÓM, 2016. 149 s. ISBN 978-80-225-4295-1.
9. OLEXOVÁ, C.: Online reputácia uchádzačov o zamestnanie. In: Personálny a mzdový poradca podnikateľa. Žilina: Poradca podnikateľa, 2019. ISSN 1335-1508, 2019, č. 2-3, s. 89-91.
10. SŮRAL, I.: Characteristics of a sustainable Learning and Content Management System (LCMS). In: Procedia – Social and Behavioral Science. 2010, Vol. 9, pp. 1145-1152.

**Syllabus:**

Consultation:

Internet communication – introduction.

Digital environment and social media. Enterprise social networks.

Information search and knowledge sharing.

Development and use of multimedia.

The role of information technology in e-commerce.

Application of communication strategies I.

Application of communication strategies II.

CMS platforms.

Analytical tools for evaluation of the Internet communication.

Application of analytical tools of efficiency evaluation of Internet communication.

Digital platforms for virtual communication.

Virtual cooperation and virtual teams.

Trends in Internet Communication.

Self-study:

The importance of Internet communication in the managerial work.

A professional profile on social media networks.

Vertical and horizontal analysis of social networks.

Information search tools. Knowledge sharing.

E-commerce: a case study.

Native advertising on social networks.

Blogging, microblogging. Copywriting.

Raising brand awareness in the digital environment. Employer branding in the digital environment. Application on examples.

Indicators of the efficiency of the use of advertising space on the Internet.

Evaluation of the efficiency of Internet communication using analytical tools.

Virtual teams in a company. Webinars: a case study.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX
14.29	42.86	14.29	28.57	0.0	0.0

**Lecturer:** doc. Ing. Cecília Olexová, PhD., prof. Ing. Michal Pružinský, CSc.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development

and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22101e/22	<b>Title of course:</b> Intra-Corporate Controlling
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Continuous assessment: - written assessment: 20 p. - Continuous assessment of activity in consultations: 20 p. Final written assessment (written exam): 60 p.	
<b>Student workload:</b> Workload represents – 130 hours: <ul style="list-style-type: none"> <li>• Participation in consultations – 20 hours</li> <li>• Self-study – 32 hours</li> <li>• Preparation for consultations – 26 hours</li> <li>• Preparation for continuous written assessment – 26 hours</li> <li>• Preparation for the written exam – 26 hours</li> </ul>	
<b>Teaching results:</b> Knowledge: Students will gain knowledge of the functions of controlling (coordination, control, innovation, information, analytical, and consulting). By specializing, they will expand their knowledge in the managerial work of a business economist - controller, who will meet in the application of his professional activities with the solution of managerial and economic tasks, providing quality economic information based on financial and managerial reporting and their active use in practice. Skills: The result of the course is acquired skills in analysis of deviations for the standard method of costs in the company, in calculating budget deviations, expressing sensitivity in CVP tasks, analysis of deviations, calculating the contribution to payment, calculating variable costs, managing decisions with existing capacity and processing information into reports for operational needs. and strategic management and at the same time information system of controlling in the company. Competences: Students will acquire key competencies leading to planned, purposeful and systematically used expertise in the field of intra-corporate control management, creative solutions, new approach of intra-corporate units, they can classify, analyze, systematize, put the acquired knowledge into the context of financial statements and financial results. needs of managerial decision-making, look for connections, think critically and analytically think and evaluate through specific tasks in various areas of managerial decision-making.	
<b>Indicative content:</b>	

#### Consultations:

Enterprise as a living social system. Fundamentals of economic management. Requirements for modern management in companies.

Controlling - history and present. The concept of controlling. Professional controlling.

Controlling tools. Standards and benchmarking.

Planning and budgeting.

Controlling organization. The role of controlling in the coordination of management in the company.

HR controlling.

Roles and responsibilities of the controller in planning. Sensitivity analysis, scenario creation, and resulting tasks for the controller.

Controlling in the operational area of management. Operational planning. Operational forward and feedback (control). Types of deviations.

Strategic forward and feedback (control). Management by deviation.

Controlling a reporting.

Controlling costs along the line of internal departments. Responsibility centers.

Management of responsibility centers. Intra-corporate prices.

Cost process controlling. Process management and planning. Procedure for implementing process cost controlling.

Controlling as profit management. Calculation of variable costs. Cost-oriented pricing.

#### Self-study:

Introduction to the philosophy of a new concept of controlling in the management of the organization and its application in practice.

Tasks with existing capacity. CVP (Cost - Volume - Profit) tasks. Break-Even Point Analysis (BEP).

The Margin of Safety (MS).

Expression of sensitivity in CVP tasks - sensitivity analysis of quantity, price, cost.

Scenario creation resulting from sensitivity analysis. Finding solutions.

Controlling process costs. Surcharge method versus ABC (Activity Based Costing) method.

Selected indicators for measuring the results of intra-corporate departments.

Use of time function in process control. Time-Driven Activity Based Costing (TD ABC) method.

Control of budget implementation.

Controlling as profit management. Cost-oriented pricing.

Analysis of deviations - application of the principles of calculation of variable costs.

Analysis of deviations - calculation in terms of production capacity utilization.

Preparation for continuous written assessment.

#### **Support literature:**

Elementary literature:

1. CHARIFZADEH, M. – TASCHNER, A.: Management Accounting and Control: Tools and Concepts in a Central European Context. Willey. 2020. ISBN 978-3-527-83280-4
2. TÓTH, M. – ŠAGÁTOVÁ, S.: Nákladový controlling. Praha: Wolters Kluwer ČR, 2020. 168 s. ISBN 978-80-7598-906-2.
3. EBERENZ, R. – BEHRINGER, S.: Corporate Controlling 2020: Trends and Challenges. In: Buttikus, M., Eberenz, R. (eds). Performance management in Retail and the Consumer Goods Industry. Springer, Cham. 2019, pp. 297-310.
4. BAYE, M. R.: Managerial Economics and Business Strategy. McGraw-Hill, 2017. ISBN 978-12-592-5138-2.

Supplementary literature:

1. TÓTH, M. – ŠAGÁTOVÁ, S.: Nákladový controlling : zberka príkladov. Bratislava: Wolters Kluwer, 2018. 2. vyd. 196 s. ISBN 978-80-8168-901-7.
2. TUMPACH, M.: Manažérske a nákladové účtovníctvo. Bratislava: Iura Edition, 2008. ISBN 80-8078-168-2.

3. SCHMALZING, K.: Configuring Controlling in SAP ERP. SAP Press, 2016. ISBN 978-14-932-1251-4.
4. JORDAN, J.: Product Cost Controlling with SAP. SAP Press, 2016. ISBN 978-14-932-1269-9.
5. ESCHENBACH, R. – SILLER, H.: Profesionální controlling. Koncepce a nástroje. Bratislava: Wolters Kluwer, 2012. ISBN 978-80-735-7918-0.

**Syllabus:**

Consultations:

Enterprise as a living social system. Fundamentals of economic management. Requirements for modern management in companies.

Controlling - history and present. The concept of controlling. Professional controlling.

Controlling tools. Standards and benchmarking.

Planning and budgeting.

Controlling organization. The role of controlling in the coordination of management in the company. HR controlling.

Roles and responsibilities of the controller in planning. Sensitivity analysis, scenario creation, and resulting tasks for the controller.

Controlling in the operational area of management. Operational planning. Operational forward and feedback (control). Types of deviations.

Strategic forward and feedback (control). Management by deviation.

Controlling a reporting.

Controlling costs along the line of internal departments. Responsibility centers.

Management of responsibility centers. Intra-corporate prices.

Cost process controlling. Process management and planning. Procedure for implementing process cost controlling.

Controlling as profit management. Calculation of variable costs. Cost-oriented pricing.

Self-study:

Introduction to the philosophy of a new concept of controlling in the management of the organization and its application in practice.

Tasks with existing capacity. CVP (Cost - Volume - Profit) tasks. Break-Even Point Analysis (BEP). The Margin of Safety (MS).

Expression of sensitivity in CVP tasks - sensitivity analysis of quantity, price, cost.

Scenario creation resulting from sensitivity analysis. Finding solutions.

Controlling process costs. Surcharge method versus ABC (Activity Based Costing) method.

Selected indicators for measuring the results of intra-corporate departments.

Use of time function in process control. Time-Driven Activity Based Costing (TD ABC) method.

Control of budget implementation.

Controlling as profit management. Cost-oriented pricing.

Analysis of deviations - application of the principles of calculation of variable costs.

Analysis of deviations - calculation in terms of production capacity utilization.

Preparation for continuous written assessment.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX
0.0	28.57	28.57	28.57	14.29	0.0

**Lecturer:** doc. Ing. Cecília Olexová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22109e/22	<b>Title of course:</b> Organizational Behaviour
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Written assignments, continuous test Written final exam <ul style="list-style-type: none"><li>• elaboration and presentation of assignment – 25 %</li><li>• test – 10 %</li><li>• activity – 5 %</li><li>• final written test – 60%</li></ul>	
<b>Student workload:</b> Participation at consultation: 20 hours <ul style="list-style-type: none"><li>• Self-study: 32 hours</li><li>• Written assignment: 13 hours</li><li>• Preparation for test: 13 hours</li><li>• Preparation for final exam: 26 hours</li></ul> Total: 104	
<b>Teaching results:</b> Knowledge: <ul style="list-style-type: none"><li>- to define the interrelationships among three analytical levels: individual, group, organization</li><li>- to characterize the behaviour of individuals and working groups and to know competencies of knowledge worker</li><li>- to understand organizational processes - leadership, motivation, delegation, coaching</li></ul> Skills: <ul style="list-style-type: none"><li>- to lead a work team</li><li>- to apply an effective leadership style</li><li>- to motivate to work performance</li><li>- to delegate work tasks</li><li>- to coach</li></ul> Competences: <ul style="list-style-type: none"><li>- to be able to solve different problems in the field of leadership and employee motivation</li><li>- to assess the level of individual areas of organizational behaviour in practice and formulate recommendations</li><li>- to create and lead teams in virtual organization</li></ul>	

- ability to lead and motivate subordinates, including change management

**Indicative content:**

The course introduces the theory and practice of organizational behavior in modern organizations. Students will understand the organizational process, leadership and leadership style, motivation, negotiation, delegation, coaching, understand the aspects of power in management and selected problems of organizational dynamics during the study.

Consultation:

Introduction. Content of organizational behaviour.

Application of organizational behaviour. Personality in the organization.

Creation of working groups and teams, work organization and group efficiency – role play.

Choice of leadership styles for specific conditions – teamwork.

Specifics of motivation of talents in an organization – case study, teamwork.

Classification of types of power and their analysis of application in practice – model situation.

Model situations focused on delegation, participation, decision making.

Coaching – role play.

Semester test.

The elements of organizational culture – case study.

Knowledge management – teamwork. Virtual organization – case study.

Change management – discussion.

Preparation for the assessment of students' work during the semester.

Self-study:

Organizational behaviour – the introduction.

Individual in the organization – person's personality in terms of the demands of the job.

Competences of knowledge workers.

Working groups and work teams in the organization. Efficiency of teamwork.

Leadership. Leadership styles. Global managers. Alternatives to leadership.

Work motivation.

Power, influence, authority.

Delegation and participation. Decision making.

Coaching.

Organizational culture.

Knowledge management.

Organizational design. Digitalization and automatization. Virtual organization.

Management of organizational dynamics.

International dimensions of the study of organizational behaviour.

**Support literature:**

Elementary Literature:

1. Buchanan, D. A. – Huczynski, A. A.: Organizational Behavior. 10th ed. Pearson, 2020. ISBN 978-80-1352-2680-3.

2. Griffin, R.W. – Phillips, J. M. – Gully, S. M.: Organizational Behavior. Cengage, 2019. 640 s. ISBN 978- 03-5704-250-2.

3. King, D. – Lawley, S.: Organizational Behaviour. Oxford: Oxford University Press, 2019. 690 s. 3rd ed. ISBN 978-0-19-880778-0.

4. Přívara, A. Organizačné správanie a jeho osobitosti v 21. storočí. Bratislava: Vydavateľstvo EKONÓM, 2015. 97 s. ISBN 978-80-225-4066-7.

5. Stacho, Z. – Stachová, K.: Organizácia manažérskej práce. Bratislava: Wolters Kluwer, 2017. ISBN 978-80-8168-719-8.

Supplementary literature:

6. Alexy, J.: Manažment znalostí a organizačné správanie. Bratislava: Vydavateľstvo EKONÓM, 2013. 2. prep. vyd. 286 s. ISBN 978-80-225-3643-1.
7. Koning, P.: Agile Leadership Toolkit: Learning to Thrive with Self-Managing Teams. Pearson, 2019.
8. Buchanan, D. A., Badham, R. J. Power, Politics, and Organizational Change. 3rd ed. London: SAGE Publications Ltd, 2020. ISBN 978-1-5264-5890-2.
9. Lussier, R. N. – Achua, Ch. F. Leadership : Theory, Application & Skill Development. 6th Edition. Boston: Cengage Learning, 2018. 496 s. ISBN 978-1-285-8663-52.
10. Olexová, C.: Organizačné správanie. Bratislava: Vydavateľstvo EKONÓM, 2012. 121 s. ISBN 978-80-225-3395-9.

**Syllabus:**

Consultation:

Introduction. Content of organizational behaviour.

Application of organizational behaviour. Personality in the organization.

Creation of working groups and teams, work organization and group efficiency – role play.

Choice of leadership styles for specific conditions – teamwork.

Specifics of motivation of talents in an organization – case study, teamwork.

Classification of types of power and their analysis of application in practice – model situation.

Model situations focused on delegation, participation, decision making.

Coaching – role play.

Semester test.

The elements of organizational culture – case study.

Knowledge management – teamwork. Virtual organization – case study.

Change management – discussion.

Preparation for the assessment of students' work during the semester.

Self-study:

Organizational behaviour – the introduction.

Individual in the organization – person's personality in terms of the demands of the job.

Competences of knowledge workers.

Working groups and work teams in the organization. Efficiency of teamwork.

Leadership. Leadership styles. Global managers. Alternatives to leadership.

Work motivation.

Power, influence, authority.

Delegation and participation. Decision making.

Coaching.

Organizational culture.

Knowledge management.

Organizational design. Digitalization and automatization. Virtual organization.

Management of organizational dynamics.

International dimensions of the study of organizational behaviour.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**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. Cecília Olexová, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22227e/22	<b>Title of course:</b> Payment Systems
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> activity on consultations – 20% results of semester test – 20% results of final written exam – 60%	
<b>Student workload:</b> participation in consultation – 20 h self-study – 32 h preparation for semester test – 13 h preparation for exam – 39 h Total: 104	
<b>Teaching results:</b> The aim of the course is to acquire comprehensive knowledge about the content and mechanism of use of modern and standard payment instruments and the ability to use them adequately in practice. <b>Knowledge:</b> orientation in the European and Slovak banking system, knowledge of the content and requirements of modern and standard payment instruments, understanding the principles of settlement of payments, understanding payment risks and the way to hedge them. <b>Skills:</b> application of theoretical knowledge in deciding on the selection of payment term, mastering the mechanism of using individual payment instruments, the ability to make adequate use of individual payment instruments in a business case. <b>Competences:</b> personnel competencies developed by an individual analysis of selected payment problems and the formulation of own solutions, professional competence acquired through the application of knowledge in solving real business cases, technical competencies developed by learning about the technological side of the functioning of individual payment instruments.	
<b>Indicative content:</b> Consultation:	

Origins and development of money.  
European Monetary Union and the banking system.  
Cash and non-cash payments.  
Credit and debit transfer, payment cards.  
Electronic banking, electronic money.  
Payment settlement systems.  
Promissory note, bill of exchange.  
Cheque.  
Documentary letter of credit.  
Documentary collection.  
Security instruments in the payment system.  
Deciding on the selection of payment term.  
Business and payment relations in Slovak retail.  
Self-study:  
Gold versus cryptocurrencies.  
Slovak banking system.  
Security features of banknotes and coins.  
Current account and payment card usage mechanism.  
Electronic money versus digital currency.  
Preparation for semester test.  
Bill of exchange assessment.  
Use of a cheque.  
Business case using a documentary letter of credit.  
Business case using a documentary collection.  
Bank guarantee in practice.  
Example of deciding on the choice of payment term

**Support literature:**

Elementary literature:

MAJERČÁKOVÁ, D. 2018. Peniaze a bankovníctvo. Praha: Wolters Kluwer, 2018. ISBN 978-80-7552-972-5.

MUSA, H. 2017. Medzinárodné financie. Bratislava: Wolters Kluwer., 2017. 248 s. ISBN 978-800-8168-6481.

Supplementary literature:

JÍLEK, J. 2013. Finance v globální ekonomice I: Peníze a platební styk. Praha: Grada, 2013. 664 s. ISBN 978-88-0247-3893-2.

MANN, R. J. 2020. Payment Systems and Other Financial Transactions. New York: Wolters Kluwer, 2020. ISBN 978-1-5438-0451-5.

GORKA, J. 2017. Transforming Payment Systems in Europe. Palgrave Macmillan, 2017. ISBN 978-1-3497-1251-9.

**Syllabus:**

Consultation:

Origins and development of money.  
European Monetary Union and the banking system.  
Cash and non-cash payments.  
Credit and debit transfer, payment cards.  
Electronic banking, electronic money.  
Payment settlement systems.  
Promissory note, bill of exchange.  
Cheque.

Documentary letter of credit.  
 Documentary collection.  
 Security instruments in the payment system.  
 Deciding on the selection of payment term.  
 Business and payment relations in Slovak retail.  
 Self-study:  
 Gold versus cryptocurrencies.  
 Slovak banking system.  
 Security features of banknotes and coins.  
 Current account and payment card usage mechanism.  
 Electronic money versus digital currency.  
 Preparation for semester test.  
 Bill of exchange assessment.  
 Use of a cheque.  
 Business case using a documentary letter of credit.  
 Business case using a documentary collection.  
 Bank guarantee in practice.  
 Example of deciding on the choice of payment term

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 2

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

**Lecturer:** doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22232e/22	<b>Title of course:</b> Professional Communication in Foreign Language
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Project, active participation in consultations active participation in consultations: 40% presentation of the project: 60% Evaluation: total for semester 100% Total: – min. 51% for the sufficient evaluation and from the written exam min. 51% as well.	
<b>Student workload:</b> Participation in consultations - 10 hours Self – study - 16 hours Preparation for exam – 52 hours	
<b>Teaching results:</b> The aim of the course is to strengthen their conversational skills and professional terminology in a foreign language in the field of marketing, retail and foreign trade through active communication with students. Knowledge: Active acquisition of professional terminology used in the field of corporate business and marketing in a foreign language. To be able to conduct a professional dialogue with representatives of business practice in a foreign language. Deepening and consolidation of acquired knowledge and their active use in business practice. Competence: Ability to conduct business negotiations in a foreign language using active knowledge of terminology. Competence to actively use professional vocabulary in a foreign language. Ability to actively present the results of semester work in a logical structure. Skill: Knowledge and deepening of communication knowledge in the field. Ability to conduct a professional dialogue with representatives of business practice in a foreign language. Ability to communicate with potential foreign working partners or employers.	
<b>Indicative content:</b> Consultations: Professional communication solving case studies during seminars with the active participation of students, either individually or as part of teamwork on the following topics: Marketing, Marketing mix, Market segmentation,	

Consumer behavior,  
Advertising,  
Sales promotion,  
Communication strategies,  
Foreign trade,  
Payment system  
Logistics.  
Preparation for presentation of students' projects on selected topics.  
Preparation for presentation of students' projects on selected topics.  
Preparation for presentation of students' projects on selected topics.  
Self-study:  
Marketing,  
Marketing mix,  
Market segmentation,  
Consumer behavior,  
Advertising,  
Sales promotion,  
Communication strategies,  
Foreign trade,  
Payment system  
Logistics.

**Support literature:**

Elementary literature:

FARRAL, C. LINDSLEY, M.: Professional English in Use: Marketing. Cambridge University Press. 2008. ISBN 978-5217-026-90

CERAMELLA, N. – LEE, E.: Cambridge English for the Media. Student's Book with Audio CD. Cambridge University Press. 2008. ISBN 9780521724579

Supplementary literature:

EMMERSON, P.: Business English Handbook. Advanced. MacMillan. 2007. ISBN 978-1405-0860-59

**Syllabus:**

Consultations:

Professional communication solving case studies during seminars with the active participation of students, either individually or as part of teamwork on the following topics:

Marketing,  
Marketing mix,  
Market segmentation,  
Consumer behavior,  
Advertising,  
Sales promotion,  
Communication strategies,  
Foreign trade,  
Payment system  
Logistics.

Preparation for presentation of students' projects on selected topics.

Preparation for presentation of students' projects on selected topics.

Preparation for presentation of students' projects on selected topics.

Self-study:

Marketing,

Marketing mix, Market segmentation, Consumer behavior, Advertising, Sales promotion, Communication strategies, Foreign trade, Payment system Logistics.					
<b>Language whose command is required to complete the course:</b> Slovak					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Katarína Petrovčíková, PhD.					
<b>Date of the latest change:</b> 28.02.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KEM PHF/ PPEM22104e/22	<b>Title of course:</b> Project Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Project, control test, final written exam <ul style="list-style-type: none"> <li>• control test 15 %</li> <li>• project 20 %</li> <li>• activity 5 %</li> </ul> Written final exam (open questions) 60 %	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• 20 h. consultation</li> <li>• 32 h. self-study</li> <li>• 13 h. preparation for consultation</li> <li>• 13 h. preparation for control tests</li> <li>• 26 h. preparation for final exam</li> </ul> 104 h.total	
<b>Teaching results:</b> <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• understanding of knowledge related to basic project management processes, project life cycle, tools and techniques used in project management, organizational support of projects, defining goals and planning of project activities and resources, management and control of time, costs, quality, human resources, communication, procurement, and risks in the implementation of projects.</li> </ul> <b>Skill:</b> <ul style="list-style-type: none"> <li>• project planning and control (objectives, decomposition, WBS, costs, quality),</li> <li>• use of the necessary tools,</li> <li>• teamwork,</li> <li>• work in a project software environment.</li> </ul> <b>Competence:</b> <ul style="list-style-type: none"> <li>• project planning and project realization management of a simple project.</li> <li>• select the type of project management software support</li> <li>• to design the organizational structure of the project and to include in the existing structure of the company</li> </ul>	
<b>Indicative content:</b>	

**Consultations:**

Basic terminology. History of project management.

System approach to project management. Project life cycle. Logical framework of the project.

Project management processes. Tools and techniques for project management.

Creation and content of the project plan.

Decomposition of work on the project - Work Breakdown Structure. Verification and control of the scope of work.

Motivating, building, and managing project teams. Contractual relationship planning.

Administrative support for contracts.

Project schedule. Schedule verification.

Project cost planning and management. Budgeting techniques. Financial management of the project.

Project risk management. Project quality management. Costs and techniques for quality control.

Project monitoring and control. Project control methods.

Management of project work. Project information and document management. Distribution of information. Progress reports.

Project completion process. Project evaluation. Final project report.

Specific project environment (small and medium enterprises, multi-project environment, virtual project teams).

**Self-study:**

Introduction to work with ProjectLibre.

Creating and defining a project.

Assignment of resources.

Determining milestones and creating a WBS.

Assigning of resources to WBS. Creating a responsibility matrix.

Scheduling of milestones, WBS and resources.

Financial overviews of project planning and realisation. Reporting.

Project risk assessment.

Project monitoring, response to changes (manifestation of risks).

Preparing for presentation and evaluation of semester projects.

**Support literature:**

Elementary literature:

1. Křivánek, M. 2019. Dynamické vedení a řízení projektů. Systémovým myšlením k úspěšným projektům. Grada : Praha, 208 s., ISBN: 978-80-271-0408-6

2. Krchová, H., 2019. Praktický projektový manažment. Wolters Kluwer, 280s., ISBN 978-80-7598-465-4.

3. Kerzner, H.R., 2017. Project Management. 12th edition, John Wiley and Sons, 848 p., ISBN 9781119165354.

4. Heagney, J., 2018. Fundamentals of Project Management. HarperCollins Focus, 240 p., ISBN 0814437362.

5. Woeppel, M., 2015. Visual Project Management - Simplifying Project Execution to Deliver on Time and on Budget. Pinnacle Americas, Inc., 294 p., ISBN 9780692423257.

Supplementary literature:

6. Doležal, J. a kolektiv, 2016. Projektový management. Komplexně, prakticky a podle světových standardů. Grada, 424 s., ISBN 978-80-247-5620-2.

7. Kol., 2016. Techniky projektového řízení a finanční analýza projektů. Nejen pro ekonomy. EkoPress, 219 s., ISBN 978-80-87865-26-2.

**Syllabus:**

**Consultations:**

Basic terminology. History of project management.

System approach to project management. Project life cycle. Logical framework of the project. Project management processes. Tools and techniques for project management. Creation and content of the project plan. Decomposition of work on the project - Work Breakdown Structure. Verification and control of the scope of work. Motivating, building, and managing project teams. Contractual relationship planning. Administrative support for contracts. Project schedule. Schedule verification. Project cost planning and management. Budgeting techniques. Financial management of the project. Project risk management. Project quality management. Costs and techniques for quality control. Project monitoring and control. Project control methods. Management of project work. Project information and document management. Distribution of information. Progress reports. Project completion process. Project evaluation. Final project report. Specific project environment (small and medium enterprises, multi-project environment, virtual project teams).  
 Self-study:  
 Introduction to work with ProjectLibre.  
 Creating and defining a project.  
 Assignment of resources.  
 Determining milestones and creating a WBS.  
 Assigning of resources to WBS. Creating a responsibility matrix.  
 Scheduling of milestones, WBS and resources.  
 Financial overviews of project planning and realisation. Reporting.  
 Project risk assessment.  
 Project monitoring, response to changes (manifestation of risks).  
 Preparing for presentation and evaluation of semester projects.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**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. Martin Mizla, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22150e/22	<b>Title of course:</b> Purchasing and Supply Management 4.0
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Midterm written assignment. Final written exam Midterm evaluation: Midterm written assignment: 40% of course (total points 40) Minimal points required to pass midterm written assignment are 21 points (out of 40 points) Final written exam: Final written exam 60% of course - 60 points Minimal points required to pass final written exams are 31 points.	
<b>Student workload:</b> 20 h. consultation 32 h. self-study 22 h. preparation for consultation 22 h. preparation for control tests 34 h. preparation for final exam	
<b>Teaching results:</b> The aim of this module-based course for Purchasing and Supply Management (PSM) in Industry 4.0 era is to ensure that individual students are provided with the necessary knowledge and learning to join a PSM department of any size of organization ready to engage in different aspects of purchasing is facing in the (nearby) future. Furthermore, it provides opportunities to ensure that individual students are provided with the necessary skills and competences to improve their competitiveness in the labor market and job situation today and in the future and help them to further develop their professional skills as well as their personalities. An increase in the number of highly skilled students in the area of PSM will foster the development of different solutions for supply chains, logistics, finance and the business environment in general. Knowledge: Understanding Industry 4.0 and strategic digital leadership Understanding supply requirements using data and technology Understanding methods and procedures of sourcing as well as evaluating and selecting suppliers in the digital age Advanced automation in operational procurement	

**Competence:**

Strategic management in Purchasing and Supply Management  
Data analysis in Purchasing and Supply Management  
Robotic process automation in Purchasing and Supply Management  
Network management of procurers and suppliers  
Ability to evaluating and selecting suppliers in the digital age  
Implementation of eProcurement technology  
design of methods for monitoring and controlling of business processes.

**Skill:**

Design and use automation processes in PSM environment.  
Implementation of Industry 4.0 tools and techniques in PSM environment.  
Analyse Purchasing and Supply Management data to support decision making.  
Orientation in eProcurement technology  
Digital negotiation  
Use of eProcurement technology  
Business process improvement  
Quality audits realisation

**Indicative content:**

**Consultation:**

Procurement and sourcing in companies  
Purchasing and Supply Management  
Characterization of Industry 4.0 from PSM point of view.  
Module I.: Strategic digital leadership A.  
Module I.: Strategic digital leadership B.  
Module II.: Supply requirements using data and technology A.  
Module II.: Supply requirements using data and technology B.  
Module III.: Sourcing and evaluating suppliers in the digital age A.  
Module III.: Sourcing and evaluating suppliers in the digital age B.  
Module IV.: Selecting Suppliers A.  
Module IV.: Selecting Suppliers B.  
Module V.: Advanced automation in operational procurement A.  
Module V.: Advanced automation in operational procurement B.

**Self-study:**

Selected case studies and examples related to Purchasing and Supply Management  
Selected case studies and examples related to Industry 4.0 from PSM point of view.  
Selected case studies and examples related to Module I.: Strategic digital leadership A.  
Selected case studies and examples related to Module I.: Strategic digital leadership B.  
Selected case studies and examples related to Module II.: Supply requirements using data and technology A.  
Selected case studies and examples related to Module II.: Supply requirements using data and technology B.  
Selected case studies and examples related to Module III.: Sourcing and evaluating suppliers in the digital age A.  
Selected case studies and examples related to Module III.: Sourcing and evaluating suppliers in the digital age B.  
Selected case studies and examples related to Module IV.: Selecting Suppliers A.  
Selected case studies and examples related to Module IV.: Selecting Suppliers B.  
Selected case studies and examples related to Module V.: Advanced automation in operational procurement A.

Selected case studies and examples related to Module V.: Advanced automation in operational procurement B.  
Preparation at midterm evaluation

### **Support literature:**

Elementary literature:

1. Delina, R. Vajda, V. Teria a prax elektronickho obchodovania. Copyright: Ekonomick fakulta, Technick univerzita v Koiciach 2006.
2. MIKŠOVSKÝ, Petr. (2009). Aukce a elektronické aukce. [Praha]: Informační centrum ARK.
3. KAPLAN, Milan, a kol.. Firemní nákup a e-aukce. Grada Publishing as, 2007
4. NICOLETTI, Bernardo, et al. Procurement 4.0 and the Fourth Industrial Revolution. Springer Books, 2020.
5. ZIJM, Henk, et al. (ed.). Operations, logistics and supply chain management. Berlin: Springer, 2019.
6. V. Zeimpekis, E. Aktas, M. Bourlakis, I. Minis (eds.), Supply Chain 4.0: Improving Supply Chains with Analytics and Industry 4.0 Technologies, Kogan Page Publications, UK, ISBN: 978-1789660753

Supplementary literature:

1. BIENHAUS, Florian; HADDUD, Abubaker. Procurement 4.0: factors influencing the digitisation of procurement and supply chains. Business Process Management Journal, 2018.
2. BAG, Surajit, et al. Procurement 4.0 and its implications on business process performance in a circular economy. Resources, conservation and recycling, 2020, 152: 104502.

### **Syllabus:**

Consultation:

Procurement and sourcing in companies

Purchasing and Supply Management

Characterization of Industry 4.0 from PSM point of view.

Module I.: Strategic digital leadership A.

Module I.: Strategic digital leadership B.

Module II.: Supply requirements using data and technology A.

Module II.: Supply requirements using data and technology B.

Module III.: Sourcing and evaluating suppliers in the digital age A.

Module III.: Sourcing and evaluating suppliers in the digital age B.

Module IV.: Selecting Suppliers A.

Module IV.: Selecting Suppliers B.

Module V.: Advanced automation in operational procurement A.

Module V.: Advanced automation in operational procurement B.

Self-study:

Selected case studies and examples related to Purchasing and Supply Management

Selected case studies and examples related to Industry 4.0 from PSM point of view.

Selected case studies and examples related to Module I.: Strategic digital leadership A.

Selected case studies and examples related to Module I.: Strategic digital leadership B.

Selected case studies and examples related to Module II.: Supply requirements using data and technology A.

Selected case studies and examples related to Module II.: Supply requirements using data and technology B.

Selected case studies and examples related to Module III.: Sourcing and evaluating suppliers in the digital age A.

Selected case studies and examples related to Module III.: Sourcing and evaluating suppliers in the digital age B.

Selected case studies and examples related to Module IV.: Selecting Suppliers A.  
Selected case studies and examples related to Module IV.: Selecting Suppliers B.  
Selected case studies and examples related to Module V.: Advanced automation in operational procurement A.  
Selected case studies and examples related to Module V.: Advanced automation in operational procurement B.  
Preparation at midterm evaluation

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 8

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

**Lecturer:** doc. Ing. Michal Tkáč, PhD., MBA

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22106e/22	<b>Title of course:</b> Quality Management in Integrated System
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Control tests, final written exam Control tests: 1. Control test 20% 2. Control test 20 % Written final exam (open questions) 60 %	
<b>Student workload:</b> 20 h. consultations • 24 h. self-study • 43 h. preparation for control tests • 43 h. preparation for final exam	
<b>Teaching results:</b> Teaching results: The aim of the course is to give students a practical guide to problem solving and related process improvement with an integrated approach (quality, environment, security and information) covering all activities of the organization (starting with the culture of the organization and ending with the operational level of procedures). Knowledge: • understanding basic concepts of quality management, • requirements for an (integrated) quality management system, • financial impact of quality, • international standards associated with the quality management system, • auditing the quality management systems. Skill: • understanding the requirements and definitions of quality indicators, • understanding process documentation, • application of various quality tools (eg Pareto analysis, QFD, FMEA) • Business process improvement • Quality audits realisation Competence: • design of quality management system,	

- design of a quality cost monitoring system in the organization's information system
- design of methods for monitoring and controlling of business processes.

**Indicative content:**

Consultations:

Quality. Kano model. Principles of quality management.

Historical approaches to quality management.

Basic views on quality (classics of quality - Deming, Juran, Ishikawa, Taguchi, etc.).

Total Quality management TQM

Introduction to Six sigma

Process as a basis for quality management. Process documentation.

Process improvement.

Basic quality tools.

New quality tools

EFQM

Benchmarking, CFA. Economics of (non-) quality.

Quality management systems. International quality standards. Audits.

Integrated quality management system.

Self-study:

The course, the importance of QMS from a strategic point of view.

Quality policy creation, identification and control of quality goals. Pairwise comparison.

Value chain, process map.

Process documentation (process card, sequence of steps, definition of process steps).

Application of classic and managerial quality tools I.

Application of classic and managerial quality tools II.

Application of new quality tools I.

Application of new quality tools II.

Monitoring of quality costs (PAF model).

Audit planning.

Lean management: 7S, 5S.

**Support literature:**

Elementary literature:

1. PAULOVÁ, I., 2018. Komplexné manažerstvo kvality. Wolters Kluwer, 160 s., ISBN 978-80-8168-834-8.

2. KONEČNÝ, V., 2017. Manažerstvo kvality. Žilina : Edis :, 185 s., ISBN 978-80-554-1406-5.

3. LUTHRA, Sunil, et al. Total Quality Management (TQM): Principles, Methods, and Applications. CRC Press, 2020.

4. SARTOR, Marco; ORZES, Guido (ed.). Quality Management: Tools, Methods and Standards. Emerald Group Publishing, 2019.

5. TRICKER, R., 2019. Quality Management Systems: A Practical Guide to Standards Implementation. Routledge, 258 p., ISBN-10 : 0367223538.

6. DALE, B.G. - BAMFORD, D. - VAN DER WIELE, T., 2016. Managing Quality : An Essential Guide and Resource Gateway. 6th Edition, John Wiley & Sons Inc., 352 p., ISBN-10 1119130921.

7. SHARMA, S., 2018. Total Quality Management - Concepts, Strategy and Implementation for Operational Excellence. Sage Publications., 484 p., ISBN: 9789351502814.

**Syllabus:**

Consultations:

Quality. Kano model. Principles of quality management.

Historical approaches to quality management.

<p>Basic views on quality (classics of quality - Deming, Juran, Ishikawa, Taguchi, etc.).  Total Quality management TQM  Introduction to Six sigma  Process as a basis for quality management. Process documentation.  Process improvement.  Basic quality tools.  New quality tools  EFQM  Benchmarking, CFA. Economics of (non-) quality.  Quality management systems. International quality standards. Audits.  Integrated quality management system.  Self-study:  The course, the importance of QMS from a strategic point of view.  Quality policy creation, identification and control of quality goals. Pairwise comparison.  Value chain, process map.  Process documentation (process card, sequence of steps, definition of process steps).  Application of classic and managerial quality tools I.  Application of classic and managerial quality tools II.  Application of new quality tools I.  Application of new quality tools II.  Monitoring of quality costs (PAF model).  Audit planning.  Lean management: 7S, 5S.</p>					
<p><b>Language whose command is required to complete the course:</b>  Slovak</p>					
<p><b>Notes:</b>  N/A</p>					
<p><b>Assessment of courses</b>  Total number of evaluated students: 8</p>					
A	B	C	D	E	FX
12.5	12.5	62.5	12.5	0.0	0.0
<p><b>Lecturer:</b> Dr. h. c. prof. RNDr. Michal Tkáč, CSc.</p>					
<p><b>Date of the latest change:</b> 11.03.2022</p>					
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.</p>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KE PHF/PPE22114e/22	<b>Title of course:</b> Regional Development
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Independent work Written exam 30% quality of elaboration and presentation of semester work, 10% activity in consultations, 60% result of the final exam.	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• consultation – 20 hrs.</li> <li>• self-study - 32 hrs.</li> <li>• preparation of semester work and for the final exam - 52 hrs.</li> </ul> Total: 104 hrs	
<b>Teaching results:</b> The aim of the course is to point out the growing regional differences in Slovakia as well as in the EU and to identify tools that would mitigate the impact of these regional differences. The key disparities will be presented, as well as the main factors in the development of individual regions of the Slovak Republic and the possibilities of increasing the competitiveness and attractiveness of the most backward. <b>Knowledge:</b> At the theoretical level, the student will gain knowledge that will enable him to understand the issue of increasing regional differences in Slovakia and the laws of use of structural funds of the European Union in the programming period 2021 - 2027 in order to mitigate them. The student will gain knowledge about the National Strategic Reference Framework of the Slovak Republic, as a starting document for drawing funds from the Structural Funds in the Slovak Republic and the possibilities of financing specific projects from these sources, as well as the European Union strategy called Europe 2030. <b>Competence:</b> By completing the course, students will acquire competencies in the field of critical thinking in working with information on regional development and in generating relevant outputs of analysis and presentation of results. Students will also gain the ability to identify barriers to regional development and reveal the possibilities of their elimination and to suggest the possibility of their removal or solution.	

**Skill:**

At the practical level, the student will gain skills on how to develop and finance a strategic document for the development of a selected city / municipality in Slovakia in order to ensure regional development. They will also acquire the ability to work with information on regional development - to search for it, select it, analyze it and synthesize it with an orientation towards the creation of development projects and the ability to predict further development.

**Indicative content:****Consultation:**

Basic information about the subject, definition of basic terms

Basic principles of regional development.

Subjects of regional development, support of regional development.

Factors of regional development.

Methods for measuring spatial concentration and industry specialization.

Theories of regional development

Economic structure of regions and regional disparities

Basic documents to support regional development

Regional policy of the European Union and the possibility of drawing on the Structural Funds in the programming period 2021 – 2027

Regional policy of the Slovak Republic and priority areas of regional development

Regional analyzes and work with regional data

Strategic regional planning

The budget of the European Union and the Europe 2030 project, current problems of regional development.

**Self-study:**

Basic concepts related to regional development.

Defining priorities and goals of regional development.

Factors of regional development.

Strategic development documents of the European Union.

National Strategy for Regional Development of the Slovak Republic.

Program of economic development and social development of a higher territorial unit.

Municipal Development Program and Joint Municipal Development Program.

Analysis of the current state of selected regional indicators.

Defining regional needs and setting development goals.

Analysis of possible sources of financing regional needs.

Analysis of the links of priorities to strategic documents of regional development.

Disadvantaged districts action plan.

Preparation for presentation of semester works focused on regional development.

Vision and strategy of Slovakia's development until 2030 - a long-term strategy of sustainable development of the Slovak Republic

**Support literature:****Elementary literature:**

RUSNÁK, J. – KOREC, P. 2020 Teória regionálneho rozvoja a výskum regiónov. Univerzita Komenského v Bratislave. 2020. 212 s. ISBN: 978-80-223-5059-4.

Transforming our world: the 2030 Agenda for Sustainable Development. 2015. dostupné: [https://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/70/1&Lang=E](https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E)

ARMSTRONG, H. - TAYLOR, J. 2000. Regional Economics and Policy. Wiley, 2000. 437 s. ISBN 978-06-3121-713-8.

BUČEK, M. - REHÁK, Š. - TVRDOŇ, J. 2010. Regionálna ekonómia a politika. Bratislava : IuraEdition, 2010. 269 s. ISBN 978-80-8078-392-4.

RAJČÁKOVÁ, E. 2009. Regionálny rozvoj a regionálna politika Európskej únie a Slovenska. Bratislava : Geo-grafika, 2009. 136 s. ISBN 978-80-89317-09-7.

WOKOUN, R. et al. 2008. Regionální rozvoj (východiska regionálního rozvoje, regionální politika, teorie, strategie a programování). Praha : Linde, 2008. 475 s. ISBN 978-80-7201-699-0.

Zákon č. 539/2008 Z. z. o podpore regionálneho rozvoja

Supplementary literature:

STRIČÍK, M. 2011. Regionálny rozvoj. Bratislava: Ekonóm, 2011. 132 s. ISBN 978-80-225-3173-3.

HUDEC, O. et al. 2009. Podoby regionálneho a miestneho rozvoja. Košice : Ekonomická fakulta, TU Košice, 2009. 344 s. ISBN 978-80-553-0117.

BUČEK, M. et al. 2006. Regionálny rozvoj novšie teoretické koncepcie. Bratislava : Ekonóm, 2006. 270 s. ISBN 80-225-2151-5.

New Cohesion Policy for 2021-2027. Available at: [https://ec.europa.eu/regional\\_policy/en/2021\\_2027/](https://ec.europa.eu/regional_policy/en/2021_2027/)

### **Syllabus:**

Consultation:

Basic information about the subject, definition of basic terms

Basic principles of regional development.

Subjects of regional development, support of regional development.

Factors of regional development.

Methods for measuring spatial concentration and industry specialization.

Theories of regional development

Economic structure of regions and regional disparities

Basic documents to support regional development

Regional policy of the European Union and the possibility of drawing on the Structural Funds in the programming period 2021 – 2027

Regional policy of the Slovak Republic and priority areas of regional development

Regional analyzes and work with regional data

Strategic regional planning

The budget of the European Union and the Europe 2030 project, current problems of regional development.

Self-study:

Basic concepts related to regional development.

Defining priorities and goals of regional development.

Factors of regional development.

Strategic development documents of the European Union.

National Strategy for Regional Development of the Slovak Republic.

Program of economic development and social development of a higher territorial unit.

Municipal Development Program and Joint Municipal Development Program.

Analysis of the current state of selected regional indicators.

Defining regional needs and setting development goals.

Analysis of possible sources of financing regional needs.

Analysis of the links of priorities to strategic documents of regional development.

Disadvantaged districts action plan.

Preparation for presentation of semester works focused on regional development.

Vision and strategy of Slovakia's development until 2030 - a long-term strategy of sustainable development of the Slovak Republic

### **Language whose command is required to complete the course:**

slovak

**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. Michal Stričík, PhD.**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KE PHF/PPE22112e/22	<b>Title of course:</b> Seminar for Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work - elaboration of the final thesis project – 15% individual work - literary research on the given topic of the final thesis - 40% Final evaluation - 45%	
<b>Student workload:</b> participation at consultations - 10 hrs. preparation of semestral work - 20hrs. self-study- 22 hrs. Total: 52 hrs.	
<b>Teaching results:</b> The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. <b>Knowledge:</b> on the procedure for solving professional and research problems in the field of business economics and management, on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. <b>Competence:</b> an independent and creative approach to solving economic and managerial problems, responsibility for compliance with relevant legislation, internal regulations, responsibility for respecting the usual ethical principles of scientific work. <b>Skills:</b> formulation of the main goal and partial goals of the final work, ability to obtain the necessary information from available sources, processing of materials for the final thesis and literary research, presentation of the results of the final thesis.	
<b>Indicative content:</b>	

### Consultations

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

### Self-study

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

### Support literature:

#### Elementary literature:

Interná smernica č. 11/2019 o záverečných, rigorózných a habilitačných prácach.

Bratislava : Ekonomická univerzita v Bratislave, 2019. [citované 18. 09. 2020].

Dostupné na: [https://euba.sk/www\\_write/files/SK/studenti/zaverecne-prace/2020/interna\\_smernica\\_c.112019\\_o\\_zaverecnych\\_rigorozných\\_a\\_habilitacnych\\_pracach.pdf](https://euba.sk/www_write/files/SK/studenti/zaverecne-prace/2020/interna_smernica_c.112019_o_zaverecnych_rigorozných_a_habilitacnych_pracach.pdf)

KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole?

Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students.

Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

#### Supplementary literature:

ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social

Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University

Press, 2015. ISBN 978-0-19-966864-9.

GHAURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical

Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and

Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

### Syllabus:

#### Consultations

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

#### Self-study

<p>Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.</p>	
<p><b>Language whose command is required to complete the course:</b> Slovak</p>	
<p><b>Notes:</b></p>	
<p><b>Assessment of courses</b> Total number of evaluated students: 3</p>	
NZ	Z
0.0	100.0
<p><b>Lecturer:</b></p>	
<p><b>Date of the latest change:</b> 23.03.2022</p>	
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.</p>	

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22244e/22	<b>Title of course:</b> Seminar for Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work - elaboration of the final thesis project – 15% individual work - literary research on the given topic of the final thesis - 40% Final evaluation - 45%	
<b>Student workload:</b> participation at consultations - 10 hrs. preparation of semestral work - 20hrs. self-study- 22 hrs. Total: 52 hrs.	
<b>Teaching results:</b> The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. Knowledge: on the procedure for solving professional and research problems in the field of business economics and management, on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Competence: an independent and creative approach to solving economic and managerial problems, responsibility for compliance with relevant legislation, internal regulations, responsibility for respecting the usual ethical principles of scientific work. Skills: formulation of the main goal and partial goals of the final work, ability to obtain the necessary information from available sources, processing of materials for the final thesis and literary research, presentation of the results of the final thesis.	
<b>Indicative content:</b>	

### Consultations

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

### Self-study

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

### Support literature:

#### Elementary literature:

Interná smernica č. 11/2019 o záverečných, rigorózných a habilitačných prácach.

Bratislava : Ekonomická univerzita v Bratislave, 2019. [citované 18. 09. 2020].

Dostupné na: [https://euba.sk/www\\_write/files/SK/studenti/zaverecne-prace/2020/interna\\_smernica\\_c.112019\\_o\\_zaverecnych\\_rigorozných\\_a\\_habilitacnych\\_pracach.pdf](https://euba.sk/www_write/files/SK/studenti/zaverecne-prace/2020/interna_smernica_c.112019_o_zaverecnych_rigorozných_a_habilitacnych_pracach.pdf)

KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole?

Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students.

Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

#### Supplementary literature:

ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.

GHAURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

### Syllabus:

#### Consultations

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

#### Self-study

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 2

NZ	Z
0.0	100.0

**Lecturer:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KKM PHF/PPK22830e/22	<b>Title of course:</b> Seminar for Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"> <li>• individual work – elaboration of the final thesis project – 15%</li> <li>• individual work – literary research on the given topic of the final thesis – 40%</li> <li>• written test – 45%</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation at consultations – 10 hours</li> <li>• preparation of semester project – 20 hours</li> <li>• self-study – 22 hours</li> </ul> Total: 52 hours	
<b>Teaching results:</b> The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• on the procedure for solving professional and research problems in the field of business economics and management,</li> <li>• on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense.</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• formulation of the main goal and partial goals of the final work,</li> <li>• ability to obtain the necessary information from available sources,</li> <li>• processing of materials for the final thesis and literary research,</li> <li>• presentation of the results of the final thesis.</li> </ul> <b>Competence:</b> <ul style="list-style-type: none"> <li>• an independent and creative approach to solving economic and managerial problems,</li> <li>• responsibility for compliance with relevant legislation, internal regulations,</li> <li>• responsibility for respecting the usual ethical principles of scientific work.</li> </ul>	
<b>Indicative content:</b>	

**Consultations:**

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

**Self-study:**

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

**Support literature:****Elementary literature:**

1. Interná smernica č. 11/2019 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2019. [citované 18. 09. 2020].  
Dostupné na: [https://euba.sk/www\\_write/files/SK/studenti/zaverecne-prace/2020/interna\\_smernica\\_c.112019\\_o\\_zaverecnych\\_rigorozných\\_a\\_habilitacnych\\_pracach.pdf](https://euba.sk/www_write/files/SK/studenti/zaverecne-prace/2020/interna_smernica_c.112019_o_zaverecnych_rigorozných_a_habilitacnych_pracach.pdf)
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

**Supplementary literature:**

5. ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.
6. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.
7. GHOURI, P. N. – GRØNHØAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.
8. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

**Syllabus:****Consultations:**

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

**Self-study:**

<p>Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.</p>	
<p><b>Language whose command is required to complete the course:</b> Slovak</p>	
<p><b>Notes:</b></p>	
<p><b>Assessment of courses</b> Total number of evaluated students: 1</p>	
NZ	Z
0.0	100.0
<p><b>Lecturer:</b></p>	
<p><b>Date of the latest change:</b> 05.04.2022</p>	
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.</p>	

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22196e/22	<b>Title of course:</b> Seminar for Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"><li>• individual work - elaboration of the final thesis project – 15%</li><li>• individual work - literary research on the given topic of the final thesis - 40%</li><li>• written test - 45%</li></ul>	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation in consultations - 10 am</li><li>• preparation of semester work - 20 hours</li><li>• self-study - 10 pm</li></ul> Total: 52 hours	
<b>Teaching results:</b> <p>The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results.</p> <p>Knowledge:</p> <ul style="list-style-type: none"><li>• on the procedure for solving professional and research problems in the field of business economics and management,</li><li>• on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense.</li></ul> <p>Competence:</p> <ul style="list-style-type: none"><li>• an independent and creative approach to solving economic and managerial problems,</li><li>• responsibility for compliance with relevant legislation, internal regulations,</li><li>• responsibility for respecting the usual ethical principles of scientific work.</li></ul> <p>Skills:</p> <ul style="list-style-type: none"><li>• formulation of the main goal and partial goals of the final work,</li><li>• ability to obtain the necessary information from available sources,</li><li>• processing of materials for the final thesis and literary research,</li><li>• presentation of the results of the final thesis.</li></ul> <p>• účasť na konzultáciách - 10 hod. • príprava semestrálnej práce – 20 hod.</p>	

• samoštúdium - 22 hod.

Spolu: 52 hod.

### **Indicative content:**

#### Consultations

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

#### Self-study

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

### **Support literature:**

#### Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach.

Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: [https://euba.sk/www\\_write/files/SK/docs/interne-smernice/2021/is\\_8\\_2021.pdf](https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf) prace/2020/

interna\_smernica\_c.112019\_o\_zaverecnych\_rigoroznych\_a\_habilitacnych\_pracach.pdf

2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

4. SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

#### Supplementary literature:

5. ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

6. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.

7. GHOURI, P. N. – GRØNHØAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

8. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

### **Syllabus:**

#### Consultations

Basic requirements for the final work in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final

work. Evaluation of the supervisor and opponent of the final thesis. Methodology of the final thesis defence. Student's presentation during the defence of the final thesis.

**Self-study**

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information sources. Literary search processing. Citation according to STN ISO 690 and citation options. Object, subject and aims of the final work. System of methods and methodology of the final work. Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

**Language whose command is required to complete the course:**

slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22247e/22	<b>Title of course:</b> Seminar for Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 5.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"><li>• individual work - elaboration of materials for the final thesis - 15 %</li><li>• individual work - elaboration of literary research - 40 %</li><li>• written test - 45 %</li></ul>	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation at consultations – 10 hrs.</li><li>• preparation of semester work - 20 hrs.</li><li>• self-study - 22 hrs.</li></ul> Total: 52 hrs.	
<b>Teaching results:</b> <p>The aim of the course is: To acquaint students with the basic requirements for the final work in the conditions of the university. To teach students to solve professional and research problems in the field of business economics and management using scientific publications and primary and secondary data. Help students formulate the research plan of the final work and to process a literary research on the topic of the work.</p> <p>Knowledge:</p> <ul style="list-style-type: none"><li>• on the procedure for resolving the final thesis,</li><li>• on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense.</li></ul> <p>Skills:</p> <ul style="list-style-type: none"><li>• formulation of the main goal and partial goals of the final work,</li><li>• ability to obtain the necessary information from available sources,</li><li>• processing of materials for the final work and literary research,</li><li>• presentation of the results of the final work.</li></ul> <p>Competences:</p> <ul style="list-style-type: none"><li>• an independent and creative approach to solving economic problems,</li><li>• responsibility for compliance with relevant legislation, internal regulations,</li><li>• responsibility for respecting the usual ethical principles of scientific work.</li></ul>	
<b>Indicative content:</b> Consultations:	

Basic requirements for the final work in the relevant documents of the university.

Final thesis assignment.

The current state of the problem at home and abroad. Literary research.

Internet information sources.

Scientific databases, statistical databases.

Search and use of information sources.

Literary search processing.

Citation according to STN ISO 690 and citation options.

Object, subject and aims of the final work.

System of methods and methodology of the final work.

Review report.

Defense of semester work.

Presentation of semester work.

Self-study:

Study of the basic requirements for the final thesis in the relevant documents of the university. Final thesis assignment. The current state of the problem at home and abroad. Literary research. Internet information sources (scientific databases, statistical databases). Search and use of information

sources. Literary search processing. Citation according to STN ISO 690 and citation options.

Object, subject and aims of the final work. System of methods and methodology of the final work.

Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the

methodology of the final thesis defence. Preparation of the student's presentation for the defence of the final thesis.

### **Support literature:**

Elementary literature:

Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava :

Ekonomická univerzita v Bratislave, 2021. Dostupné na: [https://euba.sk/www\\_write/files/SK/docs/interne-smernice/2021/is\\_8\\_2021.pdf](https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf)

KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole?

Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students.

Eight edition. Harlow : Pearson, 2019. ISBN 978129220

Supplementary literature:

ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.

GHAURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

### **Syllabus:**

Consultations:

Basic requirements for the final work in the relevant documents of the university.

Final thesis assignment.

The current state of the problem at home and abroad. Literary research.

Internet information sources.

Scientific databases, statistical databases.

Search and use of information sources.  
 Literary search processing.  
 Citation according to STN ISO 690 and citation options.  
 Object, subject and aims of the final work.  
 System of methods and methodology of the final work.  
 Review report.  
 Defense of semester work.  
 Presentation of semester work.  
 Self-study:  
 Study of the basic requirements for the final thesis in the relevant documents of the university.  
 Final  
 thesis assignment. The current state of the problem at home and abroad. Literary research.  
 Internet  
 information sources (scientific databases, statistical databases). Search and use of information  
 sources. Literary search processing. Citation according to STN ISO 690 and citation options.  
 Object, subject and aims of the final work. System of methods and methodology of the final  
 work.  
 Evaluation of the supervisor and opponent of the final thesis. Student preparation according to the  
 methodology of the final thesis defence. Preparation of the student's presentation for the defence  
 of the final thesis.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 2

NZ	Z
0.0	100.0

**Lecturer:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KE PHF/PPE22113e/22	<b>Title of course:</b> Seminar for Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 6.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work - processing of materials for the final work (45%) individual work - processing of individual chapters of the final work (55%)	
<b>Student workload:</b> participation in consultation - 10 hrs. self-study - 42 hrs. Total: 52 hrs.	
<b>Teaching results:</b> The aim of the course is: to acquaint students with the basic requirements for the final work in the conditions of the university, provide students with knowledge about orientation in available global databases of knowledge in the field of economics and management, provide knowledge on the formulation and solution of professional and research problems in the field of business economics and management to teach students to formulate the research intentions of the final work, to work with data databases and to generalize the knowledge of science. Knowledge: on the process of creating research and final theses, on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, the consent to its disclosure and the defense. Competences: an independent and creative approach to solving economic problems, responsibility for compliance with relevant legislation, internal regulations, responsibility for respecting the usual ethical principles of scientific work. Skills: formulation of the research problem, hypotheses and aims of the final work, navigate the globally available information databases, prepare materials for the final work, presentation of the results of the final work.	
<b>Indicative content:</b>	

**Consultation:**

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Self-study:**

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Support literature:****Elementary literature:**

Interná smernica č. 11/2019 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2019. Dostupné na: [https://euba.sk/www\\_write/files/SK/studenti/zaverecne-prace/2020/interna\\_smernica\\_c.112019\\_o\\_zaverecnych\\_rigoroznych\\_a\\_habilitacnych\\_pracach.pdf](https://euba.sk/www_write/files/SK/studenti/zaverecne-prace/2020/interna_smernica_c.112019_o_zaverecnych_rigoroznych_a_habilitacnych_pracach.pdf)

KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

**Supplementary literature:**

ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.

GHAURI, P. N. – GRØNH AUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

**Syllabus:****Consultation:**

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research

problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 28.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22214e/22	<b>Title of course:</b> Seminar for Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 6.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work - processing of materials for the final work (45%) individual work - processing of individual chapters of the final work (55%)	
<b>Student workload:</b> participation in consultation - 10 hrs. self-study - 42 hrs. Total: 52 hrs.	
<b>Teaching results:</b> The aim of the course is: to acquaint students with the basic requirements for the final work in the conditions of the university, provide students with knowledge about orientation in available global databases of knowledge in the field of economics and management, provide knowledge on the formulation and solution of professional and research problems in the field of business economics and management to teach students to formulate the research intentions of the final work, to work with data databases and to generalize the knowledge of science. Knowledge: on the process of creating research and final theses, on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, the consent to its disclosure and the defense. Competences: an independent and creative approach to solving economic problems, responsibility for compliance with relevant legislation, internal regulations, responsibility for respecting the usual ethical principles of scientific work. Skills: formulation of the research problem, hypotheses and aims of the final work, navigate the globally available information databases, prepare materials for the final work, presentation of the results of the final work.	
<b>Indicative content:</b>	

**Consultation:**

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Self-study:**

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Support literature:****Elementary literature:**

Interná smernica č. 11/2019 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2019. Dostupné na: [https://euba.sk/www\\_write/files/SK/studenti/zaverecne-prace/2020/interna\\_smernica\\_c.112019\\_o\\_zaverecnych\\_rigoroznych\\_a\\_habilitacnych\\_pracach.pdf](https://euba.sk/www_write/files/SK/studenti/zaverecne-prace/2020/interna_smernica_c.112019_o_zaverecnych_rigoroznych_a_habilitacnych_pracach.pdf)

KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

**Supplementary literature:**

ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.

GHAURI, P. N. – GRØNH AUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

**Syllabus:****Consultation:**

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research

problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KKM PHF/PPK22850e/22	<b>Title of course:</b> Seminar for Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 6.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"><li>• individual work – literary research on the given topic of the final thesis – 45%</li><li>• individual work – elaboration of individual chapters of the final thesis – 55%</li></ul> Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation at consultations – 10 hours</li><li>• self-study – 42 hours</li></ul> Total: 52 hours	
<b>Teaching results:</b> <p>Teaching results: The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results.</p> <p>Knowledge:</p> <ul style="list-style-type: none"><li>• on the procedure for solving professional and research problems in the field of business economics and management,</li><li>• on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense.</li></ul> <p>Skills:</p> <ul style="list-style-type: none"><li>• formulation of the main goal and partial goals of the final work,</li><li>• ability to obtain the necessary information from available sources,</li><li>• processing of materials for the final thesis and literary research,</li><li>• presentation of the results of the final thesis.</li></ul> <p>Competence:</p> <ul style="list-style-type: none"><li>• an independent and creative approach to solving economic and managerial problems,</li><li>• responsibility for compliance with relevant legislation, internal regulations,</li><li>• responsibility for respecting the usual ethical principles of scientific work.</li></ul>	

**Indicative content:**

## Consultation:

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

## Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Support literature:**

## Elementary literature:

1. Interná smernica č. 11/2019 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2019. Dostupné na: [https://euba.sk/www\\_write/files/SK/studenti/zaverecne-prace/2020/interna\\_smernica\\_c.112019\\_o\\_zaverecnych\\_rigoroznych\\_a\\_habilitacnych\\_pracach.pdf](https://euba.sk/www_write/files/SK/studenti/zaverecne-prace/2020/interna_smernica_c.112019_o_zaverecnych_rigoroznych_a_habilitacnych_pracach.pdf)
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

## Supplementary literature:

5. ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.
6. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.
7. GHOURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.
8. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

**Syllabus:**

## Consultation:

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal.

Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KM PHF/PPM22185e/22	<b>Title of course:</b> Seminar for Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 6.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"> <li>• individual work - processing of materials for the final work (45%)</li> <li>• individual work - processing of literary research (55%)</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in consultation - 10 hrs.</li> <li>• self-study - 42 hrs.</li> </ul> Total: 52 hrs..	
<b>Teaching results:</b> The aim of the course is: <ul style="list-style-type: none"> <li>• to acquaint students with the basic requirements for the final work in the conditions of the university,</li> <li>• provide students with knowledge about orientation in available global databases of knowledge in the field of economics and management,</li> <li>• provide knowledge on the formulation and solution of professional and research problems in the field of business economics and management</li> <li>• to teach students to formulate the research intentions of the final work, to work with data databases and to generalize the knowledge of science.</li> </ul> Knowledge: <ul style="list-style-type: none"> <li>• on the process of creating research and final theses,</li> <li>• on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, the consent to its disclosure and the defense.</li> </ul> Competences: <ul style="list-style-type: none"> <li>• an independent and creative approach to solving economic problems,</li> <li>• responsibility for compliance with relevant legislation, internal regulations,</li> <li>• responsibility for respecting the usual ethical principles of scientific work.</li> </ul> Skills: <ul style="list-style-type: none"> <li>• formulation of the research problem, hypotheses and aims of the final work,</li> <li>• navigate the globally available information databases,</li> <li>• prepare materials for the final work,</li> <li>• presentation of the results of the final work.</li> </ul>	

**Indicative content:**

## Consultation:

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

## Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Support literature:**

## Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: [https://euba.sk/www\\_write/files/SK/docs/interne-smernice/2021/is\\_8\\_2021.pdf](https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf) prace/2020/interna\_smernica\_c.112019\_o\_zaverecnych\_rigorozných\_a\_habilitacnych\_pracach.pdf
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

## Supplementary literature:

5. ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.
6. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.
7. GHOURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.
8. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

**Syllabus:**

## Consultation:

Acquisition of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal.

Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Language whose command is required to complete the course:**

slovak

**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:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecilia Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KOP PHF/PPO22248e/22	<b>Title of course:</b> Seminar for Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 10s <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 6.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> <ul style="list-style-type: none"> <li>• individual work – literary research on the given topic of the final thesis – 45 %</li> <li>• individual work – elaboration of individual chapters of the final thesis – 55 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation at consultations – 10 hours</li> <li>• self-study – 42 hours</li> </ul> Total: 52 hours	
<b>Teaching results:</b> The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• on the procedure for solving professional and research problems in the field of business economics and management,</li> <li>• on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense.</li> </ul> <b>Competence:</b> <ul style="list-style-type: none"> <li>• an independent and creative approach to solving economic and managerial problems,</li> <li>• responsibility for compliance with relevant legislation, internal regulations,</li> <li>• responsibility for respecting the usual ethical principles of scientific work.</li> </ul> <b>Skills:</b> <ul style="list-style-type: none"> <li>• formulation of the main goal and partial goals of the final work,</li> <li>• ability to obtain the necessary information from available sources,</li> <li>• processing of materials for the final thesis and literary research,</li> <li>• presentation of the results of the final thesis.</li> </ul>	
<b>Indicative content:</b> Consultation:	

Acquisition of knowledge from basic and recommended literature according to the theme of the final

thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

### **Support literature:**

Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: [https://euba.sk/www\\_write/files/SK/docs/interne-smernice/2021/is\\_8\\_2021.pdf](https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf)

2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.

3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.

4. SAUNDERS, M. – LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

Supplementary literature:

5. ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.

6. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.

7. GHOURI, P. N. – GRØNHØG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.

8. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

### **Syllabus:**

Consultation:

Acquisition of knowledge from basic and recommended literature according to the theme of the final

thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even

working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work.

Elaboration

of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

Self-study:

Study of knowledge from basic and recommended literature according to the theme of the final thesis. Selection of suitable conclusions usable in solving the topic of the final work. Manuscript of the knowledge part of the final work with emphasis on the pursuit of its goal. Elaboration of partial goals of the final work to solve the main goal. Formulation of research problems, or even working hypotheses. Characteristics of the investigated object. Elaboration of methodical procedure

of final work. Selection of suitable scientific methods within the analytical and synthetic part of the work. Determining the time schedule of work on individual parts of the final work.

Elaboration

of individual chapters of the final thesis according to the methodical instructions of the thesis supervisor. Approach to writing results. Appropriate discussion of the results of the final work. Convincing formulation of the conclusion of the final work.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 05.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Business Economics with seat in Košice					
<b>Course code:</b> KEM PHF/ PPEM22915/22		<b>Title of course:</b> State Exam - Business Economics and Management			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 45					
A	B	C	D	E	FX
40.0	24.44	13.33	11.11	11.11	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 22.08.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KEM PHF/ PPEM22103e/22	<b>Title of course:</b> Strategic Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> team semester assignment, semester test, combined exam The basis of the final evaluation is the activity demonstrated during the lessons, the semester test and the elaboration of the team semester assignment. After completing these tasks, in obtaining a positive evaluation, the student can take the final exam. The team for processing the semester assignment consists of 2 members and the selection of team members will be made randomly. The evaluation of the semester assignment is performed as a team. All team members receive the same rating. <ul style="list-style-type: none"> <li>• Teaching activity - 5%</li> <li>• Elaboration of a team semester assignment - 15%</li> <li>• Result of the semester test - 20%</li> <li>• Result of the final exam - 60%</li> </ul>	
<b>Student workload:</b> 20 hours participation in consultations, <ul style="list-style-type: none"> <li>• 32 hours self-study,</li> <li>• 13 hours preparation for consultations,</li> <li>• 19 hours processing of team semester assignment,</li> <li>• 20 hours preparation for semester tests,</li> <li>• 52 hours exam preparation</li> </ul> Total = 156 hours	
<b>Teaching results:</b> <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• ability to identify basic concepts and categories related to the issue of business strategy</li> <li>• acquire knowledge of methods of strategic analysis</li> <li>• gain knowledge of different types of strategies</li> <li>• gain knowledge about the implementation of the strategy</li> </ul> <b>Skill:</b> <ul style="list-style-type: none"> <li>• variant thinking and teamwork in creating strategies</li> <li>• presentation skills in the field of strategic management</li> </ul> <b>Competence:</b>	

- in the application of strategic diagnostic methods in practice
- in the application in the selection and implementation of the strategy

**Indicative content:**

Consultations:

Definitions of strategy. Intentional and emergent strategies. Strategy and tactics. Components of the strategic management process.

Historical view of strategy. Current views on the process of strategy creation. Strategic thinking.

Formulation of the vision, mission and goals of the company.

Analysis of macro environment, industry environment, competitive analysis.

System of strategic observation and forecasting of the development of the company's environment.

Analysis of internal resources and capabilities of the company, strategic synthesis.

Methods of creating business strategies.

Strategies at the level of business units - contingent and generic approach.

Portfolio methods.

Strategies at the corporate level - growth, stabilization, revitalization, mitigation strategies.

Strategies at the functional level. Strategies in selected situations.

Selected problems of strategy implementation.

Preferred strategies of Slovak companies.

Self-study:

Strategy versus tactics - identification of differences on the example of model situations.

Comparison of intentional and emergent strategy through strategy game.

Identification of the vision and mission of different companies.

Evaluation of the macro-environment, mapping of strategic groups in a specific sector.

Practical application of selected methods of internal diagnostics of the company.

Preparing for presentation of semester assignments I - external diagnostics.

Preparing for presentation of semester assignments II - internal diagnostics.

Identification and creation of generic strategies.

Preparing for semester test.

Practical application of selected portfolio methods.

Identification and creation of variants of business strategies.

Main problems of strategy implementation, the relationship between strategy and corporate culture.

**Support literature:**

1. PAPULA, J., PAPULOVÁ, Z., PAPULA, J. 2019: Strategický manažment. Vydavateľstvo Wolters Kluwer, 320 s. 2019. EAN : 9788075985354

2. COTE, D., M. 2020: Winning Now, Winning Later: How Companies Can Succeed in the Short Term While Investing for the Long Term. HarperCollins Leadership, 288 p. 2020. ISBN 101599510219

3. SLÁVIK, Š.: Strategický manažment. Bratislava : Sprint dva, 2013. ISBN 978-80-89393-96-1

4. PAPULA, J. a kol.: Konkurenčné stratégie. Bratislava : Wolters Kluwer, 2014. ISBN 978-80-8168-011-3

5. FOTR, J. a kol.: Tvorba stratégie a strategické plánovanie. Praha : Grada, 2012. ISBN 978-80-247-3985

6. ZUZÁK, R.: Strategické řízení podniku. Praha : Grada, 2011. ISBN 978-80-247-4008-9

7. PLAMÍNEK, J.: Diagnostika a vitalizace firem a organizací. Praha : Grada, 2014. ISBN 978-80-247-5323-2

8. JOHNSON, G., SCHOLLES, K., WHITTINGTON, R.: Fundamentals of Strategy. Essex : Pearson, 2009. ISBN 978-0-273-71310-4

9. GRANT, R. M.: Contemporary Strategy Analysis. Chichester : John Wiley & Sons, 2013. ISBN 978-1-119-941-88-0

10. HILL, CH. W. L., JONES, G. R.: Strategic Management. Mason : South-Western, 2013. ISBN 978-1-133-48570-4
11. FUERTES, G. 2020. Conceptual Framework for the Strategic Management: A Literature Review—Descriptive. Journal of Engineering. 2020. DOI: 10.1155/2020/6253013
12. MUNNA, A.S. 2021.. Strategic Management, Leadership and Staff Motivation: Literature Review. International Education and Culture Studies Vol. 1, No. 1, 2021 Published by STSL Press.

**Syllabus:**

Consultations:

Definitions of strategy. Intentional and emergent strategies. Strategy and tactics. Components of the strategic management process.

Historical view of strategy. Current views on the process of strategy creation. Strategic thinking.

Formulation of the vision, mission and goals of the company.

Analysis of macro environment, industry environment, competitive analysis.

System of strategic observation and forecasting of the development of the company's environment.

Analysis of internal resources and capabilities of the company, strategic synthesis.

Methods of creating business strategies.

Strategies at the level of business units - contingent and generic approach.

Portfolio methods.

Strategies at the corporate level - growth, stabilization, revitalization, mitigation strategies.

Strategies at the functional level. Strategies in selected situations.

Selected problems of strategy implementation.

Preferred strategies of Slovak companies.

Self-study:

Strategy versus tactics - identification of differences on the example of model situations.

Comparison of intentional and emergent strategy through strategy game.

Identification of the vision and mission of different companies.

Evaluation of the macro-environment, mapping of strategic groups in a specific sector.

Practical application of selected methods of internal diagnostics of the company.

Preparing for presentation of semester assignments I - external diagnostics.

Preparing for presentation of semester assignments II - internal diagnostics.

Identification and creation of generic strategies.

Preparing for semester test.

Practical application of selected portfolio methods.

Identification and creation of variants of business strategies.

Main problems of strategy implementation, the relationship between strategy and corporate culture.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

N/A

**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:** Ing. Magdaléna Freňáková, PhD.

**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Business Economics with seat in Košice	
<b>Course code:</b> KFRP PHF/PPF22160e/22	<b>Title of course:</b> Tax Systems
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> 20s <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> written semester work written ongoing work written exam Ongoing evaluation: -development and presentation of semester work 20% (20 points) -written continuous work 20% (total 20 points) Final rating: -written exam- final written test (open questions) 60% (60 points)	
<b>Student workload:</b> 104 hours total, of which: <ul style="list-style-type: none"> <li>• 20 hours active participation in consultation</li> <li>• 24 hours self-study</li> <li>• 22 hours preparation and processing of semester work</li> <li>• 11 hours preparation for written continuous work</li> <li>• 27 hours exam preparation</li> </ul>	
<b>Teaching results:</b> The aim of the course is to gain theoretical and practical knowledge of international tax systems with an orientation on current issues and trends in international taxation. <b>Knowledge:</b> Theoretical knowledge Practical examples of taxation of multinational companies International tax systems Carousel scams Tax systems of individual countries <b>Competence:</b> Assessment of the level of knowledge Practical application of selected double taxation methods Management of an internationally active company from the point of view of the tax burden Tax liability optimization <b>Skill:</b>	

Application of methods to avoid double taxation  
Application of the principles of international taxation  
Income classification  
Taxation of multinational companies  
Transfer pricing methodology  
Taxation of e-commerce

**Indicative content:**

Consultation:

Tax systems in the world. Basic characteristics and principles of taxation. US tax system. Tax systems in selected EU countries and their comparison with the tax system of the Slovak Republic. Principles of international taxation. Classification of income and policy of their taxation. Methods of avoiding double taxation. OECD and UNCTAD model agreement and double taxation treaties. Taxation of economic entities of the Slovak Republic abroad. Taxation of foreign entities in the Slovak Republic. Trends in international taxation - tax competition and tax harmonization. Bases of international taxation in the conditions of globalization. Tax cooperation in the world, multilateral tax centers of the OECD. Exchange of information by international experts. Information technologies and their impact on changes in taxation. E-commerce and its taxation. International tax planning, tax havens and offshore companies. Tax avoidance, tax evasion. Multinational companies, application of taxation of multinational companies. Specifics in the field of transfer pricing. Taxation of virtual currencies. Cryptocurrency, virtual currency, resp. digital value carrier. Cryptocurrencies from the perspective of the Income Tax Act. Environmental taxes from an EU perspective. Energy taxes. Transport taxes. Pollution taxes

Self-study:

Assignment of topics for semester works. Application of treaties and methods of avoiding double taxation on practical examples. Methodology of creating a model contract between OECD and UNCTAD. Methods of application of international tax laws in the field of tax agreements using global tax standards and forms of cooperation in tax policy. Transfer pricing methods using the principles of independent relationship and usual prices (traditional methods, transactional profit methods and combined methods). Application of the method of comparable profits, return on investment capital and allocation of global profits on practical examples from practice. Application of international tax laws in the field of tax agreements and valuation of transfers. Specific problems of transfer pricing. Forms of electronic commerce and methods of its taxation on specific examples. Selected problems of greening tax systems (taxation of natural resources). Application of taxes on international trade to solve specific cases from practice. Analysis of tax incentives, forms of international tax competition and application of the process of tax harmonization of EU countries. Tax aspects of international transactions and international tax evasion. Practical examples of the principles of international tax planning. Methodology and procedure for establishing tax havens and offshore companies in practice. Tax cooperation in the world, principles of functioning of multilateral tax centers OECD - practical examples. Taxation of virtual currencies. Analysis of current approaches to taxation from the perspective of the Slovak Republic and other selected countries. Environmental taxes. Practical examples from around the world.

**Support literature:**

Elementary literature:

1. LÁCHOVÁ, L.: Daňové systémy v globálnom svete. Praha: ASPI, 2007, ISBN 9788073573201.
2. LENÁRTOVÁ, G.: Daňové systémy. Bratislava: Ekonóm 2004.
3. NERUDOVI, D.: Harmonizace daňových systémů zemí Evropské unie. 3. preprac. a rozšíř. vyd. Praha: Wolters Kluwer, a.s., 2011. 320 s. ISBN 978-80-7357-695-0.
4. SCHULTZOVÁ, A. a kol.: Daňové systémy štátov EÚ. Bratislava: EKONÓM 2010. 224 s.

ISBN 978-80-225-3059-0.

5. SIMONIDESOVÁ, J. - FERANECOVÁ, A. – DUDÁŠ PAJERSKÁ, E.: Tax systems in the international context, Ostrava: VŠB TU 2018. 216 s. ISBN 987-80-248-4198-4.

6. ŠIROKÝ, J.: Daně v EÚ.4.aktualiz.vyd.Praha , LINDE,2010,ISBN 978-80-7201-799-0. Supplementary literature:

7. VAN BOEIJEN-OSTASZEWSKA,O.: European Tax Handbook.2011 Amsterdam:IBDF. 930 s. ISBN 978-90-8722-093-8.

8. Lang, M.: Aktuelle Entwicklungen im Internationalen Steuerrecht. Linde Verlag Viedeň 2009. ISBN 3 85122 421 3.

### **Syllabus:**

Consultation:

Tax systems in the world. Basic characteristics and principles of taxation. US tax system.

Tax systems in selected EU countries and their comparison with the tax system of the Slovak

Republic. Principles of international taxation. Classification of income and policy of their

taxation. Methods of avoiding double taxation. OECD and UNCTAD model agreement and

double taxation treaties. Taxation of economic entities of the Slovak Republic abroad. Taxation of

foreign entities in the Slovak Republic. Trends in international taxation - tax competition and tax

harmonization. Bases of international taxation in the conditions of globalization. Tax cooperation

in the world, multilateral tax centers of the OECD. Exchange of information by international

experts. Information technologies and their impact on changes in taxation. E-commerce and

its taxation. International tax planning, tax havens and offshore companies. Tax avoidance,

tax evasion. Multinational companies, application of taxation of multinational companies.

Specifics in the field of transfer pricing. Taxation of virtual currencies. Cryptocurrency, virtual

currency, resp. digital value carrier. Cryptocurrencies from the perspective of the Income Tax

Act. Environmental taxes from an EU perspective. Energy taxes. Transport taxes. Pollution taxes

Self-study:

Assignment of topics for semester works. Application of treaties and methods of avoiding double

taxation on practical examples. Methodology of creating a model contract between OECD and

UNCTAD. Methods of application of international tax laws in the field of tax agreements using

global tax standards and forms of cooperation in tax policy. Transfer pricing methods using

the principles of independent relationship and usual prices (traditional methods, transactional

profit methods and combined methods). Application of the method of comparable profits, return

on investment capital and allocation of global profits on practical examples from practice.

Application of international tax laws in the field of tax agreements and valuation of transfers.

Specific problems of transfer pricing. Forms of electronic commerce and methods of its taxation

on specific examples. Selected problems of greening tax systems (taxation of natural resources).

Application of taxes on international trade to solve specific cases from practice. Analysis of

tax incentives, forms of international tax competition and application of the process of tax

harmonization of EU countries. Tax aspects of international transactions and international tax

evasion. Practical examples of the principles of international tax planning. Methodology and

procedure for establishing tax havens and offshore companies in practice. Tax cooperation in the

world, principles of functioning of multilateral tax centers OECD - practical examples. Taxation

of virtual currencies. Analysis of current approaches to taxation from the perspective of the

Slovak Republic and other selected countries. Environmental taxes. Practical examples from

around the world.

### **Language whose command is required to complete the course:**

slovak

### **Notes:**

**Assessment of courses**

Total number of evaluated students: 7

A	B	C	D	E	FX
0.0	14.29	57.14	28.57	0.0	0.0

**Lecturer:** doc. Ing. Jana Simonidesová, PhD., Ing. Jozef Lukáč, PhD.**Date of the latest change:** 11.03.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Cecília Olexová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Emília Duřová Spiřáková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Silvia Megyesiová, PhD., Person responsible for the delivery, development and quality of the study programme Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Person responsible for the delivery, development and quality of the study programme doc. Ing. Roland Weiss, PhD.