

## 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/PPO22394/22	<b>Title of course:</b> Behavioral Economics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> - elaboration of a semester assignment – 20% - results of semester test – 20% - results of final written exam – 60%	
<b>Student workload:</b> Total study load (in hours): 104 hours - participation in lectures – 26 h - participation in seminars – 26 h - preparation for seminars – 13 h - elaboration of a semester assignment – 13 h - preparation for semester test – 13 h - preparation for exam – 13 h	
<b>Teaching results:</b> The aim of the course is to acquire knowledge of deviations from rational expectations in the understanding of behavioral economics, based on knowledge of decision theories, by integrating knowledge from economics and psychology, as well as the application of principles of behavioral economics in solving decision problems in business practice. <b>Knowledge:</b> - 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. <b>Competences:</b> - 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. <b>Skills:</b> - 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.

**Indicative content:**

Lectures:

1. Introduction to behavioral economics and its development.
2. Theories of decision making and types of decision making processes.
3. Structure of decision making process, identification of decision making problems.
4. Selection of decision criteria.
5. Creation of solutions of variants and determining their consequences.
6. Multicriteria evaluation of variants.
7. Rational choice versus the concept of bounded rationality.
8. Heuristics and biases.
9. Prospect theory.
10. Group decision making, conflicts and negotiations.
11. Principles of behavioral economics in business and marketing.
12. Behavioral finance.
13. Other application areas of behavioral economics.

Seminars:

1. Introduction to the study, test of cognitive thinking.
2. Ordinary versus managerial decision making and the place of behavioral economics in this context.
3. Identification of types of decision making processes.
4. Analysis of decision problems.
5. Selection of decision criteria and measurement of qualitative criteria.
6. Creation and evaluation of decision variants.
7. Semester test.
8. The problem of bounded rationality and irrationality in decision making.
9. Heuristics in practice.
10. Application of prospect theory on specific examples.
11. Simulation of negotiation.
12. Application of behavioral economics in business and marketing.
13. Application of behavioral economics in investing.

**Support literature:**

KAHNEMAN, D. 2012. Thinking, Fast and Slow. Penguin Books, 2012. ISBN 978-0-141-03357-0

THALER, R. H. 2017. Misbehaving: The Making of Behavioral Economics. Penguin Books, 2017. ISBN 978-0-393-35279-5

BADDELEY, M. 2017. Behavioural Economics. Oxford: Oxford University Press, 2017. ISBN 978-0-19-875499-2

BRIDGE, J., DODDS, J. C. 2018. Managerial Decision Making. Routledge, 2018. ISBN 978-13-512-0045-5

DOBELLI, R. 2012. Die Kunst des klugen Handelns. Mnichov : Carl Hanser, 2012. ISBN 978-80-7429-356-6

**Syllabus:**

Lectures:

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

6. Multicriteria evaluation of variants.
7. Rational choice versus the concept of bounded rationality.
8. Heuristics and biases.
9. Prospect theory.
10. Group decision making, conflicts and negotiations.
11. Principles of behavioral economics in business and marketing.
12. Behavioral finance.
13. Other application areas of behavioral economics.

**Seminars:**

1. Introduction to the study, test of cognitive thinking.
2. Ordinary versus managerial decision making and the place of behavioral economics in this context.
3. Identification of types of decision making processes.
4. Analysis of decision problems.
5. Selection of decision criteria and measurement of qualitative criteria.
6. Creation and evaluation of decision variants.
7. Semester test.
8. The problem of bounded rationality and irrationality in decision making.
9. Heuristics in practice.
10. Application of prospect theory on specific examples.
11. Simulation of negotiation.
12. Application of behavioral economics in business and marketing.
13. Application of behavioral economics in investing.

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

English

**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:**

**Date of the latest change:** 14.12.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22152/22	<b>Title of course:</b> Communication and Managerial Skills
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> 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> Participation at lectures: 26 hours Participation at seminars: 26 hours Preparation of assignments: 13 hours Preparation for final exam: 39 hours Total: 104	
<b>Teaching results:</b> <b>Knowledge:</b> <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 know the techniques and methods of time management</li> </ul> <b>Competence:</b> <ul style="list-style-type: none"> <li>- communication competence - verbal, non-verbal and paraverbal communication in different work situation</li> <li>- competence to lead formal interviews (selection interview, evaluation interview, persuasion, conflict resolution, negotiation)</li> <li>- ability to use the techniques and tools of time management in selfmanagement and task organization</li> </ul> <b>Skill:</b> <ul style="list-style-type: none"> <li>- rhetorical skills</li> </ul>	

- preparation of documents
- ability to persuade
- conflict solving
- organize work tasks and delegate work tasks

**Indicative content:**

Lectures: topics:

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.

Time management.

Time management techniques and tools.

Negotiation.

Seminars: topics:

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. Assessment of students.

**Support literature:**

Essential:

Quintanilla, K. M. – Wahl, S. T.: Business and Professional Communication:

KEYS for Workplace Excellence. 4th ed., London: SAGE Publications, Inc., 2020.

ISBN 978-15-0636-959-4.

Mayfield, M. – Mayfield, J., Walker, R.: Fundamental Theories of Business Communication :

laying a Foundation for the Field. Palgrave Macmillan, 2020. 266 pp. ISBN 978-3-030-57740-7.

Muthusamy, S. K.: Power of positive words: communication, cognition, and organizational transformation. In: Journal of Organizational Change Management, 2019, Vol. 32 No. 1, pp. 103-122.

**Additional:**

Mautner, G. – Rainer, F.: Handbook of Business Communication. De Gruyter, 2019. ISBN 150-151-900-X.

Ter Hoeven, C.L. – Miller, V. D. – Peper, B. – den Dulk, L.: “The Work Must Go On”: The Role of Employee and Managerial Communication in the Use of Work–Life Policies. In: Management Communication Quarterly, 2017, 31(2), 194-229.

**Syllabus:**

Lectures: topics:

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.

Time management.

Time management techniques and tools.

Negotiation.

Seminars: topics:

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. Assessment of students.

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

english

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22368/22	<b>Title of course:</b> Consumer Behaviour
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22362/22-Marketing Management or KOP PHF/PPO22364/22-Marketing Communication	
<b>Requirements to complete the course:</b> Requirements to complete the course: Evaluation during semester: 40% work and activity in exercises – 10%, test – 10%, semester assignment – 20%. Exam: 60% Total: exercises + exam - at least 51% for the assessment and at least 51% of the exam.	
<b>Student workload:</b> Total study load (in hours): participation in lectures - 26 hours work and participation in exercises - 26 hours preparation for exercises, processing of semester assignments and preparation for the test - 26 hours preparation and passing of the exam - 26 hours Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to analyze consumer behaviour in relation to the factors that shape and influence it and to evaluate relevant information for the formulation of a suitable marketing concept. <b>Knowledge:</b> Students acquire basic theoretical knowledge of the shopping consumer behaviour, consumer decision-making process, as well as the ability to understand segmentation and typology of consumers and impacts on consumer and his decision-making process. <b>Competence:</b> From the acquired theoretical knowledge, students are able to assess the applicability of theories of consumer behaviour in interpreting why consumers behave the way they behave, as well as understand, evaluate, and predict consumer behaviour and manage the identification of key factors influencing consumer behaviour in relation to the choice marketing concept. <b>Skill:</b> Students develop their analytical thinking about consumer psychology and prediction of how marketing tactics can affect demand for products and services. At the same time, they deepen	



their skills in finding, obtaining, processing, analyzing and evaluating the information needed to formulate a marketing concept in relation to the specifics of the consumer and the factors that affect his behaviour.

**Indicative content:**

Lectures:

1. Customer and consumer. Consumer market.
2. Personality and consumer behavior.
3. Customer typology.
4. Models of consumer behavior.
5. Determinants of consumer behavior.
6. Psychological aspects of consumer behavior
7. The influence of culture on consumer behavior
8. Decision making process and consumer behavior process
9. Consumer behavior and market research.
10. Shopping behavior in the online environment.
11. Consumer, product and brand.
12. Marketing, ethics and social responsibility in today's consumer society
13. Global and European trends in consumer behavior

Seminars:

1. Organization of work during the semester, credit conditions.
2. Customer and consumer.
3. Consumption tree.
4. Model of consumer behavior - problem recognition.
5. Model of consumer behavior – information searching.
6. Model of consumer behavior - information sources.
7. Model of consumer behavior - evaluation of alternatives.
8. Model of consumer behavior - product selection.
9. Model of consumer behavior - post-purchase behavior.
10. Consumer in the online environment and in the world.
11. Consumer, product and brand.
12. Marketing, ethics and social responsibility
13. Evaluation of the semester.

**Support literature:**

Elementary literature:

MOTHERSBAUGH, D. et al. Consumer Behavior: Building Marketing Strategy. McGraw-Hill Education, 2019, 832 p. ISBN 978-1260100044

PHILLIPS, D. Consumer Behavior and Insights. Oxford University Press, 2021, 576 p. ISBN 978-0190857134

LANTOS, G. P. Consumer Behavior in Action. Real-life Applications for Marketing Managers. New York: Routledge, 2015, 648 p. ISBN 9781315705439

Supplementary literature:

EAST, R. Consumer Behaviour: Applications in Marketing. SAGE Publications Ltd, 2017, 368 p. ISBN 978-1473919501

SCHIFFMAN, L., WISENBLIT, J. Consumer Behavior (What's New in Marketing). Pearson, 2018, 512 p. ISBN 978-0134734828

SOLOMON, M. Consumer Behavior: Buying, Having, and Being. Pearson, 2016, 624 p. ISBN 978-0134129938

MAISON, D. Qualitative Marketing Research: Understanding Consumer Behaviour. Routledge, 2018, 546 p. ISBN 978-1138607767

Journals: Journal of Consumer Behaviour

**Syllabus:**

Lectures:

1. Customer and consumer. Consumer market.
2. Personality and consumer behavior.
3. Customer typology.
4. Models of consumer behavior.
5. Determinants of consumer behavior.
6. Psychological aspects of consumer behavior
7. The influence of culture on consumer behavior
8. Decision making process and consumer behavior process
9. Consumer behavior and market research.
10. Shopping behavior in the online environment.
11. Consumer, product and brand.
12. Marketing, ethics and social responsibility in today's consumer society
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Seminars:

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6. Model of consumer behavior - information sources.
7. Model of consumer behavior - evaluation of alternatives.
8. Model of consumer behavior - product selection.
9. Model of consumer behavior - post-purchase behavior.
10. Consumer in the online environment and in the world.
11. Consumer, product and brand.
12. Marketing, ethics and social responsibility
13. Evaluation of the semester.

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

English

**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. Barbora Gontkovičová, PhD., prof. Ing. Vanda Lieskovská, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22378/22	<b>Title of course:</b> Consumer Policy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Semester assignment, tests. Exam. <ul style="list-style-type: none"> <li>• semester assignment - 20%,</li> <li>• written examination/tests - 20%,</li> <li>• exam: 60%.</li> </ul>	
<b>Student workload:</b> Total study load (in hours): <ul style="list-style-type: none"> <li>• participation in seminars = 26 hours,</li> <li>• preparation for the test = 6 hours,</li> <li>• project processing = 20 hours,</li> <li>• preparation for the exam = 26 hours.</li> </ul> Total study load: 78 hours.	
<b>Teaching results:</b> The aim of the course is to apply and implement the requirements for consumer protection in the whole complex of the issue in symbiosis with business goals in the market. <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• understand the legal framework of consumer protection in the Slovak Republic in connection with EU legislation,</li> <li>• understand the institutional framework for consumer protection,</li> <li>• understand the characteristics of unfair commercial market practices, consumer rights, online consumer protection, consumer health protection, food safety, medicines and toys.</li> </ul> <b>Competence:</b> <ul style="list-style-type: none"> <li>• creatively assess the basic context in the management of business activities aimed at consumer protection and make decisions based on their knowledge,</li> <li>• achieve a high degree of independence and foresight in a known and unknown environment,</li> <li>• work as part of a work team.</li> </ul> <b>Skill:</b> <ul style="list-style-type: none"> <li>• identify unfair commercial practices,</li> <li>• propose alternatives for business practice entities,</li> <li>• apply ethical principles of marketing in a real market environment.</li> </ul>	

**Indicative content:**

## Seminars

1. EU consumer policy.
2. Consumer policy of the Slovak Republic.
3. Consumer protection as part of legal regulation.
4. Sources of legal regulation of consumer protection.
5. Constitutional aspects of legal regulation of consumer protection.
6. Consumer rights and sustainable consumption.
7. Consumer rights and complaints.
8. Consumer rights and unfair commercial practices.
9. Consumer education and education as a basis for consumer protection.
10. Consumer health protection.
11. Selected problems of consumer protection in practice.
12. Consumer safety.
13. Health and patients' rights.

**Support literature:**

1. TILLSON, J. (2018). Law Express: Consumer and Commercial Law. 5th edition. London: Pearson Education Limited, 2018. ISBN: 9781292210117.
2. JUNG, J. - MITTAL, V. (2020). Political Identity and the Consumer Journey: A Research Review. In: Journal of Retailing, Vol. 96, Issue 1, p. 55-73. New York: New York University, Elsevier, 2020. ISSN: 0022-4359.
3. MICKLITZ, H. W. The Making of Consumer Law and Policy and Europe. Bloomsbury Academic, 2021. ISBN 978-1-5099-4483-5.

**Syllabus:**

## Seminars

1. EU consumer policy.
2. Consumer policy of the Slovak Republic.
3. Consumer protection as part of legal regulation.
4. Sources of legal regulation of consumer protection.
5. Constitutional aspects of legal regulation of consumer protection.
6. Consumer rights and sustainable consumption.
7. Consumer rights and complaints.
8. Consumer rights and unfair commercial practices.
9. Consumer education and education as a basis for consumer protection.
10. Consumer health protection.
11. Selected problems of consumer protection in practice.
12. Consumer safety.
13. Health and patients' rights.

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

English

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22376/22	<b>Title of course:</b> Consumer Theories and Realities
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Semester assignment, tests. Exam. <ul style="list-style-type: none"> <li>• semester assignment - 20%,</li> <li>• written examination/tests - 10%,</li> <li>• activity - 10%,</li> <li>• exam: 60%.</li> </ul>	
<b>Student workload:</b> Total study load (in hours): <ul style="list-style-type: none"> <li>• work and participation in exercises = 26 hours,</li> <li>• processing of semester assignments = 13 hours,</li> <li>• preparation for the test = 13 hours,</li> <li>• preparation for the exam = 26 hours.</li> </ul> Total study load: 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. The course focuses on advanced market analysis with priority consumer orientation. <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.

**Indicative content:**

Seminars:

1. Introduction to the course. Introduction to the philosophy of the processing a case study and the conditions for obtaining the semester evaluation.
2. Comparison of various consumer organizations and their scope. Selection of a specific subject for the presentation of positive and negative experiences.
3. Presentation of the selection of the business entity in the connection to which the case study will be carried out.
4. Continuous presentation of basic knowledge, discussion, observations
5. Continuous presentation of knowledge, discussion, observations. Comparison of EU and Slovak consumer protection in theory and in practice
6. Ongoing presentation of knowledge, discussion, observations, concept 4 C, customer care
7. Ongoing presentation of findings, discussion, plenary observations. Trends in consumption and sustainable consumption
8. Continuous presentation of knowledge, discussion, observations.
9. Field work - evaluation of acquired observations, their presentation. Continuous presentation of knowledge, discussion, observations. Consumer-citizen network
10. Continuous presentation of knowledge, discussion, observations. Contradictions of consumer theories and realities
11. Continuous presentation of knowledge, discussion, observations. Consumer education
12. Evaluation of the fulfillment of the criteria
13. Evaluation of the fulfillment of criteria and completion by evaluation of the semester assignment.

**Support literature:**

1. SOLOMON, M. R. et. al.: Consumer Behaviour. A European Perspective. Pearson Education Limited. 2019. ISBN 978-1292245423
2. LANTOS, G. P. Consumer Behavior in Action. Real-life Applications for Marketing Managers. New York: Routledge, 2010, 648 p. ISBN 9781317473848
3. REYNOLDS, T. J. – OLSON, J. C. Understanding Consumer Decision Making: A Means End Approach to Marketing and Advertising Strategy. Routledge, 2001, 466 p. ISBN 978-0805817317.

**Syllabus:**

Seminars:

1. Introduction to the course. Introduction to the philosophy of the processing a case study and the conditions for obtaining the semester evaluation.
2. Comparison of various consumer organizations and their scope. Selection of a specific subject for the presentation of positive and negative experiences.
3. Presentation of the selection of the business entity in the connection to which the case study will be carried out.
4. Continuous presentation of basic knowledge, discussion, observations
5. Continuous presentation of knowledge, discussion, observations. Comparison of EU and Slovak consumer protection in theory and in practice
6. Ongoing presentation of knowledge, discussion, observations, concept 4 C, customer care
7. Ongoing presentation of findings, discussion, plenary observations. Trends in consumption and sustainable consumption
8. Continuous presentation of knowledge, discussion, observations.

9. Field work - evaluation of acquired observations, their presentation. Continuous presentation of knowledge, discussion, observations. Consumer-citizen network
10. Continuous presentation of knowledge, discussion, observations. Contradictions of consumer theories and realities
11. Continuous presentation of knowledge, discussion, observations. Consumer education
12. Evaluation of the fulfillment of the criteria
13. Evaluation of the fulfillment of criteria and completion by evaluation of the semester assignment.

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

English

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPF22118/22	<b>Title of course:</b> Corporate Risk Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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: <ul style="list-style-type: none"> <li>• midterm written exams - 40% of course (total points 40)</li> </ul> Minimal points required to pass midterm written exams are 21 points (out of 40 points). Final written exam: <ul style="list-style-type: none"> <li>• final written exam - 60% of course (total points 60)</li> </ul> Minimal points required to pass final written exams are 31 points.	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• 26 hours of participation in lectures – 26 hours</li> <li>• 13 hours preparation for lectures – 13 hours</li> <li>• 26 hours of participation in seminars – 26 hours</li> <li>• 13 hours preparation for seminars – 13 hours</li> <li>• 26 hours preparation for midterm written exams – 26 hours</li> <li>• 26 hours preparation for the final exam – 26 hours</li> </ul> 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.

Competence:

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:**

Lectures:

1. Introduction to probability theory
2. Basic concepts of risk
3. Risk classification
4. Identification of risks in the company
5. Risk analysis
6. Risk assessment
7. Selection of risk variants
8. Risk management
9. Tree diagrams
10. Expert methods of risk assessment
11. Monte Carlo simulation
12. Methods of risk treatment
13. Other methods of risk reduction

Seminars:

1. Introduction to probability theory. Classical definition of probability.
2. Probability of Multiple Random Variables. Joint and union probability, probability of dependent and independent phenomena.
3. Conditional probability, Bayes' theorem.
4. Discrete random variable. Discrete distributions and their application in risk analysis.
5. Continuous random variable. Continuous distributions and their application in risk analysis.
6. Midterm exams I.
7. Use of MS Excel for economic analysis.
8. Creation of models using MS Excel.
9. Sensitivity analysis using MS Excel.
10. Scenario planning using MS Excel.
11. Monte Carlo simulation. Monte Carlo simulation procedure. Monte Carlo simulation in MS Excel.
12. Rules of decision-making in conditions of risk. Case Study I: Risk assessments using descriptive characteristics: percentiles, median, mode, skewness, sharpness.
13. Midterm exam II.

**Support literature:**

Elementary literature:

1. LEHMAN, Dale; GROENENDAAL, Huybert. Practical Spreadsheet Modeling Using@ Risk. CRC Press, 2019.
2. YOE, Charles. Principles of risk analysis: decision making under uncertainty (2 ed). CRC press, 2019.
3. POWELL, Stephen G.; BAKER, Kenneth R. Management science: The art of modeling with spreadsheets. Wiley, 2009.

Supplementary literature:

1. LEHMAN, Dale; GROENENDAAL, Huybert; NOLDER, Greg. Practical spreadsheet risk

modeling for management. CRC Press, 2011.

2. HOLDEN, Craig W. Spreadsheet modeling in corporate finance. Prentice Hall, 2002.

**Syllabus:**

Lectures:

1. Introduction to probability theory
2. Basic concepts of risk
3. Risk classification
4. Identification of risks in the company
5. Risk analysis
6. Risk assessment
7. Selection of risk variants
8. Risk management
9. Tree diagrams
10. Expert methods of risk assessment
11. Monte Carlo simulation
12. Methods of risk treatment
13. Other methods of risk reduction

Seminars:

1. Introduction to probability theory. Classical definition of probability.
2. Probability of Multiple Random Variables. Joint and union probability, probability of dependent and independent phenomena.
3. Conditional probability, Bayes' theorem.
4. Discrete random variable. Discrete distributions and their application in risk analysis.
5. Continuous random variable. Continuous distributions and their application in risk analysis.
6. Midterm exams I.
7. Use of MS Excel for economic analysis.
8. Creation of models using MS Excel.
9. Sensitivity analysis using MS Excel.
10. Scenario planning using MS Excel.
11. Monte Carlo simulation. Monte Carlo simulation procedure. Monte Carlo simulation in MS Excel.
12. Rules of decision-making in conditions of risk. Case Study I: Risk assessments using descriptive characteristics: percentiles, median, mode, skewness, sharpness.
13. Midterm exam II.

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

English

**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, Ing. Jozef Lukáč, PhD., Ing. Mariana Ivaničková, PhD., MBA

**Date of the latest change:** 19.07.2022

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

quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22151/22	<b>Title of course:</b> Digital Economy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> 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> 104 hours in total, of which: 26 hours of participation in lectures 13 hours preparation for lectures 26 hours of participation in seminars 13 hours preparation for seminars 13 hours preparation for midterm written assignment 13 hours preparation for the final exam	
<b>Teaching results:</b> Knowledge: <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 datamining and extraction of information from data</li> <li>• Knowledge of security, privacy and GDPR in the digital environment.</li> </ul> Competences: <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>	

**Skills:**

- Buying and selling on electronic markets using B2B and B2C platforms,
- 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:**

**Lectures:**

1. Nature of Data and data collection.
2. Data analytics.
3. Digitalization of economy.
4. Digital goods and services.
5. B2B Platforms.
6. Digital Markets.
7. Trust building mechanism.
8. Reputation on the Internet.
9. Digital business, strategy, and innovation.
10. Business Intelligence.
11. Introduction to Datamining.
12. Datamining methods.
13. Security, privacy and GDPR.

**Seminars:**

1. Selected case studies and examples related to data types.
2. Selected case studies and examples related to data preparation.
3. Selected case studies and examples related to visualization multivariable datasets.
4. Selected case studies and examples related to data analytics.
5. Selected case studies and examples related to preparation of electronic auction.
6. Selected case studies and examples related to realisation of electronic auction.
7. Selected case studies and examples related to evaluation of electronic auction.
8. Selected case studies and examples related to evaluation of reputation mechanisms.
9. Selected case studies and examples related to basic datamining methods I (e.g. basic classification trees).
10. Selected case studies and examples related to basic datamining methods II (e.g. simple neural network modelling).
11. Selected case studies and examples related to basic datamining methods II (e.g. simple neural network training).
12. Selected case studies and examples related to basic datamining methods II (e.g. simple neural network validating).
13. Midterm assignment.

**Support literature:**

**Elementary literature:**

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

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

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

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

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

**Syllabus:**

Lectures:

1. Nature of Data and data collection.
2. Data analytics.
3. Digitalization of economy.
4. Digital goods and services.
5. B2B Platforms.
6. Digital Markets.
7. Trust building mechanism.
8. Reputation on the Internet.
9. Digital business, strategy, and innovation.
10. Business Intelligence.
11. Introduction to Datamining.
12. Datamining methods.
13. Security, privacy and GDPR.

Seminars:

1. Selected case studies and examples related to data types.
2. Selected case studies and examples related to data preparation.
3. Selected case studies and examples related to visualization multivariable datasets.
4. Selected case studies and examples related to data analytics.
5. Selected case studies and examples related to preparation of electronic auction.
6. Selected case studies and examples related to realisation of electronic auction.
7. Selected case studies and examples related to evaluation of electronic auction.
8. Selected case studies and examples related to evaluation of reputation mechanisms.
9. Selected case studies and examples related to basic datamining methods I (e.g. basic classification trees).
10. Selected case studies and examples related to basic datamining methods II (e.g. simple neural network modelling).
11. Selected case studies and examples related to basic datamining methods II (e.g. simple neural network training).
12. Selected case studies and examples related to basic datamining methods II (e.g. simple neural network validating).
13. Midterm assignment.

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

english

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22377/22	<b>Title of course:</b> Digital Marketing
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Classification per course: 100%. <ul style="list-style-type: none"><li>• practice lessons evaluation – 30% (semestral task – 15%, test – 15%),</li><li>• exam: 70% (written form).</li></ul> Aggregate: practice lessons + exam, required minimum of 51% for sufficient classification and simultaneously minimum of 51% from exam.	
<b>Student workload:</b> Total study load (in hours): <ul style="list-style-type: none"><li>• participation in active forms - 26 hours,</li><li>• preparation for active forms - 26 hours,</li><li>• preparation for the final exam - 26 hours,</li></ul> Total: 78 hours.	
<b>Teaching results:</b> The objective of the course is to apply the acquired skills in the use of current digital technologies in marketing and business, to select appropriate means, to determine the strategy for the use of ICT in terms of various priorities. Knowledge: The focus is on the practical implementation of a digital data marketing project as a technical solution. Skill: Students are able to choose a suitable technical communication platform, identify, define and analyze data protection risks, including the necessary mobility, network environment and cybercrime and evaluate the success of selected means of digital marketing. Competence: Students should know how to determine the communication strategy of a specific marketing campaign, design procedures for evaluating the obtained customer information.	
<b>Indicative content:</b> Seminars: <ol style="list-style-type: none"><li>1. Managerial understanding of the use of current multimedia in marketing and business of the company with a focus on competitiveness and visibility. Definition and reminder of basic terms in relation to the customer, respectively. audience.</li></ol>	

2. Identification and specification of the selection and applicability of digital marketing elements. Preparation for the elaboration of a semester project within the taught subject.
3. The most used typologies of strategies for digital marketing - examples of implemented campaigns from practice. Selection of a strategy for implementation in a semester project.
4. The role of multimedia in digital marketing. Identification of key digital media suitable for a semester project with emphasis on the use of digital marketing in the online space.
5. Vision, goals and message of digital marketing strategy. Practical examples of implemented strategies in practice.
6. Search Engine Marketing and its role in the design part of the company's digital marketing strategy. Relationships between Search Engine Marketing and Search Engine Optimization. Methods of adapting the marketing strategy for visibility in the online space.
7. Video as a part of the presentation of digital marketing company - examples from practice. The primary and secondary role of video in digital marketing strategy, and its applicability depending on the form, phase, value path.
8. Social media and social networks as an element of digital marketing of society. Opportunities and threats arising from the use of social networks as the primary tool of digital marketing. Application of selected tools within social media and social networks for a semester project.
9. Ongoing evaluation. Identification of the suitability of the use of mobile marketing as an element of digital marketing. Technical limitations in use. Applicability to various products - practical examples. Discussion on the possibilities of using mobile marketing in connection with the solved semester project.
10. The most commonly used analytical procedures for digital marketing. The appropriateness of measuring the campaign as part of the strategy - setting KPIs using SMART goals and the customer's value path. Procedures for evaluating the effectiveness of digital marketing tools and company strategy.
11. Digitization of society. Analysis of opportunities and threats arising from digitization. Virtual reality and augmented reality as modern tools of digital marketing. Demonstration of practical examples.
12. IoT and IoE as part of the company's digital marketing strategy. Presentation of the company's digital image, placement options, protection of sensitive data. Presentation of semester projects.
13. Presentation of semester projects. Semester evaluation. Feedback from listeners.

**Support literature:**

1. RYAN, D. Understanding Digital Marketing. Kogan Page, 432 p., 2014. ISBN 9780749471026.
2. SOLOMON, M. R. - MARSHALL, G. W. - STUART, E. W. Marketing real people, real choices. Hoboken, NJ: Pearson. 2017, 608 p. ISBN 978-0134292663.

**Syllabus:**

**Seminars:**

1. Managerial understanding of the use of current multimedia in marketing and business of the company with a focus on competitiveness and visibility. Definition and reminder of basic terms in relation to the customer, respectively. audience.
2. Identification and specification of the selection and applicability of digital marketing elements. Preparation for the elaboration of a semester project within the taught subject.
3. The most used typologies of strategies for digital marketing - examples of implemented campaigns from practice. Selection of a strategy for implementation in a semester project.
4. The role of multimedia in digital marketing. Identification of key digital media suitable for a semester project with emphasis on the use of digital marketing in the online space.
5. Vision, goals and message of digital marketing strategy. Practical examples of implemented strategies in practice.

6. Search Engine Marketing and its role in the design part of the company's digital marketing strategy. Relationships between Search Engine Marketing and Search Engine Optimization. Methods of adapting the marketing strategy for visibility in the online space.
7. Video as a part of the presentation of digital marketing company - examples from practice. The primary and secondary role of video in digital marketing strategy, and its applicability depending on the form, phase, value path.
8. Social media and social networks as an element of digital marketing of society. Opportunities and threats arising from the use of social networks as the primary tool of digital marketing. Application of selected tools within social media and social networks for a semester project.
9. Ongoing evaluation. Identification of the suitability of the use of mobile marketing as an element of digital marketing. Technical limitations in use. Applicability to various products - practical examples. Discussion on the possibilities of using mobile marketing in connection with the solved semester project.
10. The most commonly used analytical procedures for digital marketing. The appropriateness of measuring the campaign as part of the strategy - setting KPIs using SMART goals and the customer's value path. Procedures for evaluating the effectiveness of digital marketing tools and company strategy.
11. Digitization of society. Analysis of opportunities and threats arising from digitization. Virtual reality and augmented reality as modern tools of digital marketing. Demonstration of practical examples.
12. IoT and IoE as part of the company's digital marketing strategy. Presentation of the company's digital image, placement options, protection of sensitive data. Presentation of semester projects.
13. Presentation of semester projects. Semester evaluation. Feedback from listeners.

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

English

**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. Cyril Závadský, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22374/22	<b>Title of course:</b> Direct Marketing
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Semester assignment. Exam. <ul style="list-style-type: none"><li>• semester assignment - 30%,</li><li>• activity - 10%,</li><li>• exam - 60%.</li></ul>	
<b>Student workload:</b> Total study load (in hours): 78 hours, <ul style="list-style-type: none"><li>• participation in lectures = 26 hours,</li><li>• preparation for lectures = 26 hours,</li><li>• preparation for the exam = 26 hours.</li></ul> Total study load: 78 hours.	
<b>Teaching results:</b> The aim of the course is to acquaint students with the forms of direct marketing and the use of its features for interactive relationships with the target audience. Internet and digital communication as an essential part of the communication program. Knowledge: Understand the issues and understand changes in communication management corresponding to the behavior of consumers with digital knowledge. Competence: Ability to use information sources and develop a strategy proposal for forms of direct marketing and digital communication mix for a specific company. Skill: To know the starting points, principles and peculiarities of creating a direct marketing campaign in the consumer market and the market of organizations.	
<b>Indicative content:</b> Seminars: <ol style="list-style-type: none"><li>1. Introductory exercise, acquaintance with the conditions of work on the course, with the conditions for granting a continuous assessment and passing the exam. Repetition of the basic concepts and definitions. Division of assignments.</li><li>2. Characteristics of direct marketing as an interactive system of forming direct relationships and individualization of supply.</li><li>3. Objectives of direct marketing.</li><li>4. Classic and modern media of direct marketing.</li></ol>	

5. The process of planning and implementation of actions, examples, model situations.
6. Interim assessment No.1 - written examination.
7. Direct media.
8. Mass media - examples.
9. Basic forms of direct marketing.
10. Application of types of direct marketing on a practical example.
11. Interim evaluation no. 2 - written examination.
12. Presentation of assignments.
13. Summary of the curriculum, corrective continuous assessment. Submission of seminar work.

**Support literature:**

1. ABRAHAM, V. – JERIN, J. (2019). An Empirical Study on Direct Marketing As the Most Effective Form of Marketing in the Digitalized Marketing Environment. In: INTERNATIONAL JOURNAL OF RESEARCH SCIENCE & MANAGEMENT, Vol. 6, Issue 1, p. 18-24. ISSN: 2349-5197. DOI: 10.5281/zenodo.2536255.
2. TEAHAN, M. H. (2015). Direct and Digital Marketing Guide for Developing and Least Developed Countries. Bern: UPU, 2015. ISBN 978-92-95025-70-7.
3. ADEKUNLE, R.: Direct Marketing: Tips for Building an Effective Direct Marketing Campaign. Amazon Digital Services, 2020. ISBN 979-85-6430-957-8.

**Syllabus:**

Seminars:

1. Introductory exercise, acquaintance with the conditions of work on the course, with the conditions for granting a continuous assessment and passing the exam. Repetition of the basic concepts and definitions. Division of assignments.
2. Characteristics of direct marketing as an interactive system of forming direct relationships and individualization of supply.
3. Objectives of direct marketing.
4. Classic and modern media of direct marketing.
5. The process of planning and implementation of actions, examples, model situations.
6. Interim assessment No.1 - written examination.
7. Direct media.
8. Mass media - examples.
9. Basic forms of direct marketing.
10. Application of types of direct marketing on a practical example.
11. Interim evaluation no. 2 - written examination.
12. Presentation of assignments.
13. Summary of the curriculum, corrective continuous assessment. Submission of seminar work.

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

English

**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 Gajdoš, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22370/22	<b>Title of course:</b> Distribution Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22360/22-Retail Management	
<b>Requirements to complete the course:</b> Requirements to complete the course: 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> Total study load (in hours): Participation in lectures – 26 hours Participation in active forms - 26 hours Processing of semester assignment - 13 hours Preparation for continuous assessment test – 13 hours Preparation for the exam - 26 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. Knowledge: 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. Competence: 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. Skill:	

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.

**Indicative content:**

Lectures:

1. Introduction to distribution management
2. Distribution entities, distribution functions, distribution channels.
3. Classification of distribution space elements.
4. Modeling of distribution networks.
5. Distribution problem, transport tasks.
6. Distribution channel systems
7. Development and management of the distribution channel
8. Importance of product and price in channel management
9. Marketing channels and e-commerce
10. Transport systems, transport and transportation.
11. Warehouse design, technical means and innovations in packaging technology.
12. Logistics costs in distribution, last mile delivery costs
13. Distribution controlling

Seminars:

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue – Distribution Management.
2. Distribution management, Distribution - discussion.
3. Distribution policy - assignment, work in groups.
4. Distribution entities, distribution channels and classification of distribution space elements - assignment, work in groups.
5. Distribution problem - modeling.
6. Distribution problem - modeling.
7. Testing 1.
8. Testing 1 - Evaluation, the most common errors in models. Distribution channels - assignment, work in groups.
9. Transport systems - problem solving.
10. Transport systems - solving tasks.
11. Social relations in distribution - assignment, discussion, work in groups.
12. Testing 2.
13. Evaluation of the semester. Compliance check, corrective interim evaluations

**Support literature:**

Elementary literature:

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:

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  
PANDA, T. SAHADEV, S. Sales & Distribution Management 3rd Edition. Oxford University Press, 2019, 520 p. ISBN 978-0199499045  
INGENE, CH.A., BROWN, J.R., DANT, R.P. Handbook of Research on Distribution Channels. Edward Elgar Pub, 2019, 608 p. ISBN 978-0857938596  
Journals: International Journal of Retail & Distribution Management, International Journal of Physical Distribution & Logistics Management

### **Syllabus:**

#### Lectures:

1. Introduction to distribution management
2. Distribution entities, distribution functions, distribution channels.
3. Classification of distribution space elements.
4. Modeling of distribution networks.
5. Distribution problem, transport tasks.
6. Distribution channel systems
7. Development and management of the distribution channel
8. Importance of product and price in channel management
9. Marketing channels and e-commerce
10. Transport systems, transport and transportation.
11. Warehouse design, technical means and innovations in packaging technology.
12. Logistics costs in distribution, last mile delivery costs
13. Distribution controlling

#### Seminars:

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue – Distribution Management.
2. Distribution management, Distribution - discussion.
3. Distribution policy - assignment, work in groups.
4. Distribution entities, distribution channels and classification of distribution space elements - assignment, work in groups.
5. Distribution problem - modeling.
6. Distribution problem - modeling.
7. Testing 1.
8. Testing 1 - Evaluation, the most common errors in models. Distribution channels - assignment, work in groups.
9. Transport systems - problem solving.
10. Transport systems - solving tasks.
11. Social relations in distribution - assignment, discussion, work in groups.
12. Testing 2.
13. Evaluation of the semester. Compliance check, corrective interim evaluations

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

English

### **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. Barbora Gontkovičová, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22608/22	<b>Title of course:</b> Environmental Economics
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> 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> attendance at lectures: 26 hours participation in seminars: 26 hours preparation for seminars: 13 hours elaboration of semester work: 13 hours preparation for the 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:**

Lectures:

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.

Seminars:

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:**

ŠAUER, P. 2013. Visegrad countries : environmental problems and policies. Praha : CENIA 2013, ISBN 978-80-85087-16-1.  
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 : Edvard 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:**

Lectures:

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.

Seminars:

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:**

English

**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., Ing. Pavol Andrejovský, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22373/22	<b>Title of course:</b> Event Marketing
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Evaluation during semester: 40%. - work and activity in exercises – 5%, - test – 20%, - semester assignment – 15%. Exam: 60%. Total: exercises + exam - at least 51% for the assessment.	
<b>Student workload:</b> Total study load (in hours): <ul style="list-style-type: none"> <li>• work and participation in exercises - 39 hours,</li> <li>• preparation for exercises, processing of semester assignments and preparation for the test - 39 hours.</li> </ul> Total: 78 hours.	
<b>Teaching results:</b> The aim of the course is to effectively master the principles of Event Marketing, to be able to apply the tools of Event Marketing in a particular company while respecting the specifics of the event. The priority is to connect experience and emotion in relation to business goals of the company. The student will gain the ability to apply theoretical knowledge in specific situations. <b>Knowledge:</b> Get to know event marketing, its tools, with the possibility of their application with respect to the specifics of individual event events. Know and be able to plan event marketing activities according to the specifics of sub-segments of the market. To be able to plan event events in connection with and in synergy with the marketing activities of individual entities as a whole. <b>Competence:</b> Competence to effectively manage the implementation of event marketing as an element of integrated communication and marketing policy of companies and other types of organizations. Competence to be able to plan and manage event marketing activities in the online environment and with respect for current trends. <b>Skill:</b>	

Managerial skill in the creation and implementation of a suitable event in accordance with other tools of marketing communication and business goals. Support for the development of students' teamwork and the ability to plan event marketing activities depending on the type of business.

**Indicative content:**

1. Organization of work during the semester, credit conditions. Assignment of collective case studies for continuous solution and presentation of students' event activities during seminars.
2. Characteristics of the event as a marketing tool, practical examples from business practice.
3. Development of event marketing, conceptual apparatus.
4. Event marketing in the application to public relations: application to specific cases, solving case studies focused on the application of selected tools of event marketing as a means of creating a positive image of the subject in the eyes of the public and interest groups.
5. Theory and practice of event marketing: application to specific business entities, teamwork of students.
6. Sponsorship and event marketing: solving case studies.
7. E-event marketing: solving case studies.
8. Event marketing of festival events: continuous test.
9. Corporate event marketing, presentation of term papers.
10. Event marketing of congresses and exhibitions, presentation of term papers.
11. Marketing of social events, presentation of term papers.
12. Trends in event marketing, presentation of term papers.
13. Evaluation of the semester.

**Support literature:**

1. PRESTON, C.A. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. The Wiley Event Management Series, Wiley, 2012, ISBN 1118110714.
2. REIC, I.: Events Marketing Management. Routledge, 2016. ISBN 9780415533584.
3. RINALLO, D.: Event Marketing. Milano: EGEA, 2019. ISBN 978-88-85486-24-9.

**Syllabus:**

1. Organization of work during the semester, credit conditions. Assignment of collective case studies for continuous solution and presentation of students' event activities during seminars.
2. Characteristics of the event as a marketing tool, practical examples from business practice
3. Development of event marketing, conceptual apparatus.
4. Event marketing in the application to public relations: application to specific cases, solving case studies focused on the application of selected tools of event marketing as a means of creating a positive image of the subject in the eyes of the public and interest groups.
5. Theory and practice of event marketing: application to specific business entities, teamwork of students.
6. Sponsorship and event marketing: solving case studies.
7. E-event marketing: solving case studies.
8. Event marketing of festival events: continuous test.
9. Corporate event marketing, presentation of term papers.
10. Event marketing of congresses and exhibitions, presentation of term papers.
11. Marketing of social events, presentation of term papers.
12. Trends in event marketing, presentation of term papers.
13. Evaluation of the semester.

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

English

**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. Katarína Petrovčíková, PhD.**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPF22178/22	<b>Title of course:</b> Expertise
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> Continuous assessment (semester work in the form of an expert opinion): 40 b (40%) Final written evaluation (written exam): 60 b (60%) The minimum number of points for the award of the continuous assessment is 21 points. 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 lectures - 26 hours</li> <li>• participation in exercises - 26 hours.</li> <li>• preparation for exercises- 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. <b>Knowledge:</b> 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 <b>Skills:</b> Determining the general value of the company Determining the general value of individual components of assets Forensic assessment procedure <b>Competences:</b> 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:**

Lectures:

1. Expertise as a subsystem of forensic engineering, expertise in the Slovak Republic
2. Legal aspects of expert activity
3. Methodology of expert opinion
4. Background and information sources for determining the value of the company
5. Financial plan and expert activity
6. Financial analysis and expert activity
7. Corporate finance and expertise
8. Financial management and expert activity
9. Basic methods of determining the value of the company
10. Revenue methods for determining the value of the company
11. Other methods of determining the value of the enterprise
12. Valuation of financial instruments and financial risks
13. Expert activity of economic expert departments

Seminars:

1. Expertise in the SR
2. Organization of expert activities
3. Expert unions and industries
4. Methodology and procedure of elaboration of expert opinion,
5. Methods of determining the general value of assets
6. Methods of determining the general value of assets
7. Methods of determining the general value of assets
8. Methods of determining the general value of assets
9. Methods of determining the general value of assets
10. Practical examples - elaboration of expert opinions, accounts and expert diary
11. Elaboration of expert opinions, accounts and expert diary
12. Interim evaluation - Presentation of prepared expert opinions
13. Ongoing evaluation - Presentation of prepared expert opinions

**Support literature:**

Basic literature:

1. 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.
2. PARR, Russell L. Intellectual property: valuation, exploitation, and infringement damages. John Wiley & Sons, 2018. ISBN: 978-1-119-35623-3.
3. MELLEN, Chris M.; EVANS, Frank C. Valuation for M&A: Building and Measuring Private Company Value. John Wiley & Sons, 2018. ISBN: 978-1-119-43738-3.

Supplementary literature:

1. Decree of the Ministry of Justice of the Slovak Republic, which implements Act no. 382/2004 Coll. on Experts, Interpreters and Translators and on Amendments to Certain Acts, as amended.
2. Decree no. 492/2004 Coll. - Decree of the Ministry of Justice of the Slovak Republic on determining the general value of property

**Syllabus:**

Lectures:

1. Expertise as a subsystem of forensic engineering, expertise in the Slovak Republic
2. Legal aspects of expert activity

3. Methodology of expert opinion
4. Background and information sources for determining the value of the company
5. Financial plan and expert activity
6. Financial analysis and expert activity
7. Corporate finance and expertise
8. Financial management and expert activity
9. Basic methods of determining the value of the company
10. Revenue methods for determining the value of the company
11. Other methods of determining the value of the enterprise
12. Valuation of financial instruments and financial risks
13. Expert activity of economic expert departments

Seminars:

1. Expertise in the SR
2. Organization of expert activities
3. Expert unions and industries
4. Methodology and procedure of elaboration of expert opinion,
5. Methods of determining the general value of assets
6. Methods of determining the general value of assets
7. Methods of determining the general value of assets
8. Methods of determining the general value of assets
9. Methods of determining the general value of assets
10. Practical examples - elaboration of expert opinions, accounts and expert diary
11. Elaboration of expert opinions, accounts and expert diary
12. Interim evaluation - Presentation of prepared expert opinions
13. Ongoing evaluation - Presentation of prepared expert opinions

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

English

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22367/22	<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> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 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.	
<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. <b>Knowledge:</b> <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> <b>Competence:</b> <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>Skill:</b> <ul style="list-style-type: none"> <li>• apply the acquired practical knowledge to solve a specific problem.</li> </ul>	
<b>Indicative content:</b> Indicative content: In accordance with the focus of the field, 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 internship, remuneration for work during internship, conditions of internship, etc. students agree individually. Implementation of the internship is recommended in the form of pre-diploma internship focused on the elaboration of a diploma thesis, obtaining documents, consultations with experts, etc.	

Linking economic study and practice, the student has the opportunity to gain practical experience related to the topic of the final thesis.

**Support literature:**

None.

**Syllabus:**

Indicative content:

In accordance with the focus of the field, 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 internship, remuneration for work during internship, conditions of internship, etc. students agree individually. Implementation of the internship is recommended in the form of pre-diploma internship focused on the elaboration of a diploma thesis, obtaining documents, consultations with experts, etc.

Linking economic study and practice, the student has the opportunity to gain practical experience related to the topic of the final thesis.

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:** Ing. Jozef Gajdoš, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22921/22		<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: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	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. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22609/22	<b>Title of course:</b> Forensic Accounting
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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 in seminars in groups, partial written tests written exam Continuous assessment 40 %: · active participation in seminars in groups – 10 % · partial written tests – 30 % Final assessment: · written exam – 60 %	
<b>Student workload:</b> · participation in lectures – 26 hrs. · participation in seminars – 26 hrs. · preparation for seminars – 7 hrs. · preparation for partial written tests – 15 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. <b>Knowledge:</b> · 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.

**Skills:**

- 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.

**Competences:**

- 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.

**Indicative content:**

**Lectures:**

1. The essence of forensic accounting. History and reasons.
2. Creativity and fraud in financial reporting.
3. Accounting data distortion practices.
4. Anatomy of misleading accounting procedures – assets, liabilities.
5. Anatomy of misleading accounting procedures – costs, revenues.
6. Financial statements – red flags.
7. Quantitative methods of data distortion detection.
8. Qualitative methods of data distortion detection.
9. The process of investigating the misleading in accounting.
10. Methods and techniques of investigating the misleading in accounting.
11. Economic, legal and psychological aspects of fraud. The triangle of fraud - opportunity, motivation, rationalization.
12. Prevention of fraudulent conduct in financial reporting. Accounting ethics.
13. Economic impacts of fraudulent conduct in financial reporting – an expert's view from practice.

**Seminars:**

1. Introductory seminar. Course syllabus, requirements for meeting the conditions of the active form of teaching. Summary of basic accounting knowledge.
2. Accounting scandals – discussion.
3. Financial statements – analysis of financial statements.
4. Manipulation of accounting data – selected accounting procedures – assets, liabilities.
5. Manipulation of accounting data – selected accounting procedures – costs, revenues.
6. Evaluation of financial statements – case studies. Partial written test.
7. Quantitative methods of data distortion detection – case study.
8. Qualitative methods of data distortion detection – case study.
9. The process of investigating the misleading in accounting – model situations.
10. Application of methods and techniques of investigation of the misleading in accounting.

11. Testing the quality of financial statements.
12. The current situation in the economic environment as an opportunity to use misleading practices in accounting. Partial written test.
13. Effective control system in companies – discussion.

**Support literature:**

Elementary literature:

1. CRUMBLY, D. L. et al. Forensic and Investigative Accounting. 9th Edition. CCH Inc., 2019. 872 p. ISBN 978-08-0805-322-4.

Supplementary literature:

2. CALVINSON-ASHLEY, D. Forensic Accounting and Fraud Investigation: A Guide to the Profession. CreateSpace Independent Publishing Platform, 2016. 528 p. ISBN 978-15-3740-074-7.

3. CHEW, B. L. Forensic Accounting and Finance: Principles and Practice. Kogan Page, 2017. 288 p. ISBN 978-07-4947-999-2.

4. CRAIN, M. A. et al. Essentials of Forensic Accounting. 2nd Edition. John Wiley and Sons, 2019. 640 p. ISBN 978-1-94830-644-7.

5. Current scientific and professional articles dealing with current problems in forensic accounting.

**Syllabus:**

Lectures:

1. The essence of forensic accounting. History and reasons.
2. Creativity and fraud in financial reporting.
3. Accounting data distortion practices.
4. Anatomy of misleading accounting procedures – assets, liabilities.
5. Anatomy of misleading accounting procedures – costs, revenues.
6. Financial statements – red flags.
7. Quantitative methods of data distortion detection.
8. Qualitative methods of data distortion detection.
9. The process of investigating the misleading in accounting.
10. Methods and techniques of investigating the misleading in accounting.
11. Economic, legal and psychological aspects of fraud. The triangle of fraud - opportunity, motivation, rationalization.
12. Prevention of fraudulent conduct in financial reporting. Accounting ethics.
13. Economic impacts of fraudulent conduct in financial reporting – an expert's view from practice.

Seminars:

1. Introductory seminar. Course syllabus, requirements for meeting the conditions of the active form of teaching. Summary of basic accounting knowledge.
2. Accounting scandals – discussion.
3. Financial statements – analysis of financial statements.
4. Manipulation of accounting data – selected accounting procedures – assets, liabilities.
5. Manipulation of accounting data – selected accounting procedures – costs, revenues.
6. Evaluation of financial statements – case studies. Partial written test.
7. Quantitative methods of data distortion detection – case study.
8. Qualitative methods of data distortion detection – case study.
9. The process of investigating the misleading in accounting – model situations.
10. Application of methods and techniques of investigation of the misleading in accounting.
11. Testing the quality of financial statements.

12. The current situation in the economic environment as an opportunity to use misleading practices in accounting. Partial written test.  
13. Effective control system in companies – discussion.

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

English

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22584/22	<b>Title of course:</b> Game Theory
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> 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 lectures - 26 hours</li> <li>• participation in exercises - 26 hours</li> <li>• preparation for exercises - 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:**

Lectures:

1. Basic concepts of modeling conflict situations.
2. Games in normal form, games in extensive form, non-conflict decision situations.
3. 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.
4. Bimatrix games.
5. Endless antagonistic conflicts - finding a balanced strategy of the game.
6. Von Neumann-Morgenstern utility function.
7. Decision making for risks and uncertainties. Games against nature.
8. Non-cooperative games of n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.
9. Cooperative games of n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.
10. Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.
11. Market models in game theory. Monopoly, duopoly, oligopoly.
12. Introduction to auction theory.
13. Applications of game theory in the economic environment, paradoxes of economic laws.

Seminars:

1. Basic concepts of modeling conflict situations.
2. Games in normal form, games in extensive form, non-conflict decision situations.
3. 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.
4. Bimatrix games.
5. Endless antagonistic conflicts - finding a balanced strategy of the game.
6. Von Neumann-Morgenstern utility function.
7. Decision making for risks and uncertainties. Games against nature.
8. Non-cooperative games of n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.
9. Cooperative games of n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.
10. Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.
11. Test.
12. Projects presentations.
13. Projects presentations.

**Support literature:**

Elementary literature:

1. BONANNO, Giacomo. Game theory: Parts I and II-with 88 solved exercises. An open access textbook. Working Paper, 2015.
  2. JIMÉNEZ-MARTÍNEZ, Antonio. Game Theory and its Applications.
  3. MASCHLER, Michael; ZAMIR, Shmuel; SOLAN, Eilon. Game theory. Cambridge University Press, 2020.
  4. MUNOZ-GARCIA, F. – TORO-GONZALES, D. 2016. Strategy and Game Theory:Practice Excercises with Answers. Springer International Publishing Switzerland. 2016. ISBN: 978-3319329628.
  5. OWEN, G. 1995. Game theory. Academic Press, London, 1995.
  6. PETROSYAN, L. A.- ZENKEVICH, N. A. 2016. Game Theory. Second Edition. World Scientific Publishing. 2016.
- Supplementary literature:
7. 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
  8. 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
  9. KUHN, H. W. (ed.) 1997. Classics in Game Theory. Princeton : Princeton University Press, 1997.
  10. MUROS, F. J. 2018. Cooperative Game Theory Tools in Coalitional Control Networks.Springer, Cham. 2018. ISBN: 978-3-030-10489-4
  11. PETERSON, M. 2010. An Introduction to Decision Theory. Cambridge University Press, 2010.

### **Syllabus:**

#### Lectures:

1. Basic concepts of modeling conflict situations.
2. Games in normal form, games in extensive form, non-conflict decision situations.
3. 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.
4. Bimatrix games.
5. Endless antagonistic conflicts - finding a balanced strategy of the game.
6. Von Neumann-Morgenstern utility function.
7. Decision making for risks and uncertainties. Games against nature.
8. Non-cooperative games n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.
9. Cooperative games n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.
10. Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.
11. Market models in game theory. Monopoly, duopoly, oligopoly.
12. Introduction to auction theory.
13. Applications of game theory in the economic environment, paradoxes of economic laws.

#### Seminars:

1. Basic concepts of modeling conflict situations.
2. Games in normal form, games in extensive form, non-conflict decision situations.
3. 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.
4. Bimatrix games.
5. Endless antagonistic conflicts - finding a balanced strategy of the game.
6. Von Neumann-Morgenstern utility function.

7. Decision making for risks and uncertainties. Games against nature.
8. Non-cooperative games n players. Equilibrium points in pure and mixed strategies. Optimal decision making in non-cooperative games.
9. Cooperative games n players. Coalitions and their characteristic functions. The core of the game. Shapley's value of the game.
10. Voting games. Shapley force index. Banzhaf's strength index. Coalition formation theory.
11. Test.
12. Projects presentations.
13. Projects presentations.

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

English

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22369/22	<b>Title of course:</b> Green Marketing
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22362/22-Marketing Management	
<b>Requirements to complete the course:</b> Seminars – total 40 %, of which: written examination – 30 % activity – 10 % Exam – total 60 %, of which: elaboration and presentation of individual work / project - 20% written and oral part of the exam - 40%	
<b>Student workload:</b> Total study load (in hours): lectures: 26 hours exercises: 26 hours preparation for the written test: 13 hours preparation of the project: 13 hours preparation for the final exam: 26 hours Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to identify the relationship between sustainable development as one of the priorities of government policy and business. <b>Knowledge:</b> Upon successful completion of this course, students will gain knowledge and practical implications in green marketing, which combines two opposing directions: achieving economic growth and positive economic results in the context of sustainable development, applying an ethical approach to business with respect for environmental protection as a new dimension of consumer orientation. <b>Competence:</b> By completing the course, students will acquire competencies in the field of the critical thinking in working with the information, in generating relevant outputs of analysis and presentation of results. The aim is to achieve a high degree of independence and foresight with the application of innovative and creative thinking with an emphasis on sustainable development supported by the presentation of the results of their own study. <b>Skills:</b>	



Regardless of the form of the case study, students will benefit from in-depth discussions and practical solutions that result from learning using case study methods. Using applied teaching methods, students will acquire competencies in areas of implementation of green marketing in business management practice, which they will be able to apply in their future professional career.

**Indicative content:**

Lectures:

1. Defining green marketing and setting its goals.
2. Characteristics of the principles of corporate social responsibility in the theory of sustainable development.
3. The historical development of green marketing together with the development of consumer expectations from the production and supply of goods and services provided while respecting sustainable development.
4. Development trends in consumer behavior.
5. Product policy and brand management of green marketing.
6. Packaging and reverse logistics in green marketing.
7. Circular economics versus green marketing
8. The problem of "greenwashing".
9. Place policy in green marketing and pricing policy in green marketing.
10. Marketing communication in green marketing.
11. Act on the Backup of Disposable Beverage Packaging, Returnable Plastic and Metal Beverage Packaging
12. Application of green marketing on an example from practice - a lecture by an expert from practice.
13. Summary of knowledge and recommendations in terms of the potential of applying knowledge in economic practice in connection with the implementation of Agenda 2030 in green marketing.

Seminars:

1. Debate about how to apply green marketing in practice. Opportunities and limitations. Assignment of a selection of a semester project.
2. Presentation of projects of case studies of the application of green marketing in selected business management practice.
3. Application of the socially responsible principle in the conditions of the selected entity. Presentation, debate, discussion.
4. Application of the socially responsible principle in the conditions of the selected entity. Presentation, debate, discussion. Evaluation of presentations.
5. Product policy in connection with the determinants of green marketing. Brand management of green marketing. Presentation, debate, discussion. Evaluation of presentations.
6. Packaging and reverse logistics in selected practice.
7. Circular economics versus green marketing. Presentation, discussion, discussion
8. Site policy and reverse logistics in connection with the determinants of green marketing. Presentation, debate, discussion. Evaluation of presentations.
9. Communication mix in connection with the determinants of green marketing. Presentation, debate, discussion. Evaluation of presentations.
10. Field work aimed at collecting positive and negative observations in terms of compliance with the principles of green marketing.
11. Elaboration of a study of the implementation of green marketing in retail practice.
12. Greenwashing and observations from the field, presentation to the audience.
13. Evaluation of activities.

**Support literature:**

OTTOMAN, J. A. The New Rules of Green Marketing. Sheffield: Greenleaf Publishing Limited.,2011. ISBN 978-1-60509-868-5  
SHARP, B. Marketing: Theory, Evidence, Practice. Oxford: Oxford University Press., 2017. 832s. ISBN 988-01-9559-029-6  
BAKER, S. In Pursuit of Sustainable Development. London: Routledge, 2010. 256 s. ISBN978-041-55-9962-7

### **Syllabus:**

#### Lectures:

1. Defining green marketing and setting its goals.
2. Characteristics of the principles of corporate social responsibility in the theory of sustainable development.
3. The historical development of green marketing together with the development of consumer expectations from the production and supply of goods and services provided while respecting sustainable development.
4. Development trends in consumer behavior.
5. Product policy and brand management of green marketing.
6. Packaging and reverse logistics in green marketing.
7. Circular economics versus green marketing
8. The problem of "greenwashing".
9. Place policy in green marketing and pricing policy in green marketing.
10. Marketing communication in green marketing.
11. Act on the Backup of Disposable Beverage Packaging, Returnable Plastic and Metal Beverage Packaging
12. Application of green marketing on an example from practice - a lecture by an expert from practice.
13. Summary of knowledge and recommendations in terms of the potential of applying knowledge in economic practice in connection with the implementation of Agenda 2030 in green marketing.

#### Seminars:

1. Debate about how to apply green marketing in practice. Opportunities and limitations. Assignment of a selection of a semester project.
2. Presentation of projects of case studies of the application of green marketing in selected business management practice.
3. Application of the socially responsible principle in the conditions of the selected entity. Presentation, debate, discussion.
4. Application of the socially responsible principle in the conditions of the selected entity. Presentation, debate, discussion. Evaluation of presentations.
5. Product policy in connection with the determinants of green marketing. Brand management of green marketing. Presentation, debate, discussion. Evaluation of presentations.
6. Packaging and reverse logistics in selected practice.
7. Circular economics versus green marketing. Presentation, discussion, discussion
8. Site policy and reverse logistics in connection with the determinants of green marketing. Presentation, debate, discussion. Evaluation of presentations.
9. Communication mix in connection with the determinants of green marketing. Presentation, debate, discussion. Evaluation of presentations.
10. Field work aimed at collecting positive and negative observations in terms of compliance with the principles of green marketing.
11. Elaboration of a study of the implementation of green marketing in retail practice.
12. Greenwashing and observations from the field, presentation to the audience.
13. Evaluation of activities.

<b>Language whose command is required to complete the course:</b> English					
<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. Barbora Gontkovičová, PhD., prof. Ing. Vanda Lieskovská, PhD., doc. Ing. Michal Stričík, PhD., Ing. Katarína Petrovčíková, PhD.					
<b>Date of the latest change:</b> 19.07.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22380/22	<b>Title of course:</b> Hospitality Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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 exercises 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)	
<b>Student workload:</b> Total study load (in hours): 104 hrs. participation in lectures and seminars - 52 hrs. preparation for active forms of teaching - 13 hrs. elaboration of 4 reports of assigned control questions of lectures, examples for exercises and written semester work – project - 13 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>Competence:</b>	

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.

**Skills:**

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,

**Indicative content:**

**Lectures:**

1. Introduction to the subject. Contents. Sequence of studies. Forms of study of the subject. Literature.
2. Sectors of services, Preparation for a career in the hotel and tourism sector, work in the catering sector, refreshments, and tourism.
3. Restaurant services.
4. Restaurant operation.
5. Independent business in catering or franchising.
6. Competitive forces in catering services. On-site catering services.
7. Problems faced by catering services.
8. Accommodation: Meeting with the guest and his needs.
9. Hotel and accommodation. Forces shaping the hotel business.
10. Competition of accommodation services.
11. Tourism: offensive nature of business and building of tourism (front and center).
12. Destinations: Tourism, Idea generators, program.
13. Leadership: A new way of thinking, planning, and organizing in the hotel industry.

**Seminars - exercises:**

1. Introductory exercise. Requirements for meeting the conditions of the ongoing evaluation.
2. Preparation for a career in the hotel and tourism industry.
3. Work in the food industry, refreshments, and tourism. Working on a project
4. Restaurant services.
5. Restaurant operation.
6. Independent business in catering or franchising.
7. Competitive forces in catering services. On-site catering services.
8. Accommodation: Meeting with the guest and his needs.
9. Hotel and accommodation. Forces shaping the hotel business.
10. Competition in accommodation services. Working on a project.
11. Tourism: offensive nature of business and building of tourism centers (front and center).
12. Destinations: Tourism, Generators of ideas, programs.
13. Leadership: A new way of thinking, planning, and organizing in the hotel industry.

**Support literature:**

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.

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.

MICHELLI, j. A. 2008. The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company. McGraw-Hill Education, 284 p. ISBN: 0071548335 (ISBN13: 9780071548335).

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.

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.

### **Syllabus:**

Lectures:

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

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

3. Restaurant services.

4. Restaurant operation.

5. Independent business in catering or franchising.

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

7. Problems faced by catering services.

8. Accommodation: Meeting with the guest and his needs.

9. Hotel and accommodation. Forces shaping the hotel business.

10. Competition of accommodation services.

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

12. Destinations: Tourism, Idea generators, program.

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

Seminars - exercises:

1. Introductory exercise. Requirements for meeting the conditions of the ongoing evaluation.

2. Preparation for a career in the hotel and tourism industry.

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

4. Restaurant services.

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6. Independent business in catering or franchising.

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

8. Accommodation: Meeting with the guest and his needs.

9. Hotel and accommodation. Forces shaping the hotel business.

10. Competition in accommodation services. Working on a project.

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

12. Destinations: Tourism, Generators of ideas, programs.

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

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

English

### **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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22381/22	<b>Title of course:</b> Innovations in Business Practice
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22363/22-Trade Operations	
<b>Requirements to complete the course:</b> Requirements to complete the course: Semester assignment, Continuous test Exam <ul style="list-style-type: none"><li>• Elaboration and presentation of the semester assignment - 20%</li><li>• Result of the continuous assessment test - 10%</li><li>• Activity at exercises/seminars - 10%</li><li>• Exam - 60%</li></ul>	
<b>Student workload:</b> Total study load (in hours): Participation in lectures – 26 hours Participation in active forms - 26 hours Preparation for active forms - 6 hours Processing of semester assignment - 13 hours Preparation for continuous assessment test – 13 hours Preparation for the exam - 20 hours Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to specify the possibilities of increasing the competitiveness of enterprises and commercial companies through the creation and implementation of the innovations. The result of the teaching should be an understanding of the necessity and role of the innovative activities processes by enterprises. <b>Knowledge:</b> Students acquire basic theoretical knowledge in the field of innovation and its management, as well as the ability to understand the possibilities of financing innovation activities, identify risks and barriers to the introduction of innovation in the market. <b>Competence:</b> From the acquired theoretical knowledge, students can systematize their knowledge in the field of innovation, its management and support options in relation to the requirements of business practice, as well as critically analyze and evaluate innovation potential and barriers and risks associated with the process of innovation.	



**Skill:**

Students can apply the acquired knowledge in creating an innovation project. At the same time, they develop the ability to search, analyze and systematically process statistical and other data necessary for the innovation process.

**Indicative content:**

## Lectures:

1. Innovations - characteristics and their importance.
2. Classification of innovations.
3. Innovation idea and innovation process.
4. Innovation strategies.
5. Innovation management.
6. Financing of innovative activities of enterprises.
7. Promoting innovation at national and transnational level.
8. Evaluation of innovative activities of enterprises at the country level.
9. Economic effects of innovations.
10. Innovation potential.
11. Costs of the innovation process, innovation barriers and risks associated with the innovation process.
12. Creation of innovative projects.
13. Current trends and innovations in trade.

## Seminars:

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue – the concept of innovation.
2. The role of innovation in the development of the organization.
3. Planning for successful innovation.
4. Choice of innovation strategy.
5. Innovation management system.
6. Financing of innovative activities of enterprises, possibilities of cooperation in creating and implementing innovations in enterprises.
7. Possibilities of using structural and investment funds by enterprises to finance innovative activities.
8. Evaluation of innovation performance at the country level through the Summary Innovation Index and the Global Innovation Index.
9. Methods of evaluation of innovation activity
10. Innovation potential of enterprises in Slovakia
11. Trends in innovation in e-commerce
12. Innovations in retail business
13. Presentation of processed semester projects

**Support literature:**

LUECKE, R. – KATZ, R. Managing Creativity and Innovation. Boston: HARVARD BUSINESS SCHOOL PRESS, 2003. 174 s. ISBN 1–59139–112–1  
DOYLE, P. - BRIDGEWATER, S. Innovation in Marketing. Butterworth-Heinemann; 1st edition, 1999, 224 p. ISBN: 978-0750641210  
PANTANO, E.- BASSANO, C. - PRIPORAS, C.-V. Technology and Innovation for Marketing. Routledge, 2018, 146 p. ISBN 9780429451560

**Syllabus:**

## Lectures:

1. Innovations - characteristics and their importance.

2. Classification of innovations.
3. Innovation idea and innovation process.
4. Innovation strategies.
5. Innovation management.
6. Financing of innovative activities of enterprises.
7. Promoting innovation at national and transnational level.
8. Evaluation of innovative activities of enterprises at the country level.
9. Economic effects of innovations.
10. Innovation potential.
11. Costs of the innovation process, innovation barriers and risks associated with the innovation process.
12. Creation of innovative projects.
13. Current trends and innovations in trade.

**Seminars:**

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue – the concept of innovation.
2. The role of innovation in the development of the organization.
3. Planning for successful innovation.
4. Choice of innovation strategy.
5. Innovation management system.
6. Financing of innovative activities of enterprises, possibilities of cooperation in creating and implementing innovations in enterprises.
7. Possibilities of using structural and investment funds by enterprises to finance innovative activities.
8. Evaluation of innovation performance at the country level through the Summary Innovation Index and the Global Innovation Index.
9. Methods of evaluation of innovation activity
10. Innovation potential of enterprises in Slovakia
11. Trends in innovation in e-commerce
12. Innovations in retail business
13. Presentation of processed semester projects

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

English

**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.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc.

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22395/22	<b>Title of course:</b> International Business
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22363/22-Trade Operations	
<b>Requirements to complete the course:</b> activity on seminars – 10% results of semester test – 30% results of final written exam – 60%	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in lectures - 26 hours</li> <li>• participation in seminars - 26 hours</li> <li>• preparation for the seminars - 26 hours</li> <li>• preparation for the semestral test – 26 hours</li> </ul> Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to acquire knowledge in the field of international business with emphasis on the development of internationalization activities of the company, the development of critical thinking and pragmatic skills in the application of selected methods of international strategic decision-making. <b>Knowledge:</b> 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. <b>Competences:</b> 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. <b>Skills:</b> 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.	

**Indicative content:**

Lectures:

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.

Seminars:

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

**Syllabus:**

Lectures:

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.  
 Seminars:  
 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.  
 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:**

English

**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. Jozef Zuzik, PhD.

**Date of the latest change:** 14.12.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22150/22	<b>Title of course:</b> Internet Communication
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22364/22-Marketing Communication	
<b>Requirements to complete the course:</b> team semester work, semester test written exam The team for processing the semester work consists of 3 members and the selection of team members will be done randomly. The evaluation of the semester work 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 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 at lectures – 26 hours</li> <li>• participation at seminars – 26 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> communication strategies in the digital environment knowledge of social media platforms as business tools analytical tools for evaluation of efficiency of Internet communication <b>Skills:</b> to search information on the Internet user communities targeting on social networks to create a professional profile on social networks to create virtual teams to analyze the efficiency of Internet communication <b>Competences:</b> ability to develop and apply effective communication strategies in a digital environment	

to use managerial approaches to create business presentations on the Internet  
ability to design and use analytical tools to evaluate Internet communication

**Indicative content:**

Lectures:

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.

Seminars:

The importance of Internet communication in the managerial work. Introduction – requirements.

A professional profile on social media networks.

Vertical and horizontal analysis of social networks.

Information search tools. Knowledge sharing – team work.

E-commerce: a case study.

Native advertising on social networks. Presentation of team work.

Blogging, microblogging. Copywriting. Presentation of team work.

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.

Test.

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

Assessment of students.

**Support literature:**

Elementary literature:

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.

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

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.

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.

SÜRAL, I.: Characteristics of a sustainable Learning and Content Management System (LCMS). In: *Procedia – Social and Behavioral Science*. 2010, Vol. 9, pp. 1145-1152.

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



**Syllabus:**

## Lectures:

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.

## Seminars:

The importance of Internet communication in the managerial work. Introduction – requirements.  
A professional profile on social media networks.  
Vertical and horizontal analysis of social networks.  
Information search tools. Knowledge sharing – team work.  
E-commerce: a case study.  
Native advertising on social networks. Presentation of team work.  
Blogging, microblogging. Copywriting. Presentation of team work.  
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.  
Test.  
Virtual teams in a company. Webinars: a case study.  
Assessment of students.

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

english

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc.

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22364/22	<b>Title of course:</b> Marketing Communication
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> Full-time study: Evaluation: total for semester 100% Continuous assessment: 40% - team semester assignment 20%, - written examination 10%, - activity 10%. Exam: 60% Total: exercises + exam - at least 51% for evaluation sufficient and at the same time at least 51% of the exam. The team for processing 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.	
<b>Student workload:</b> Total study load (in hours): lectures: 26 h exercises: 26 h preparation for the written test: 20 h preparation for the excersises : 26 h preparation for the final exam: 26 h preparation for thr teans project: 32 h Total: 156 hours	
<b>Teaching results:</b> The aim of the course is to apply theoretical knowledge and understanding of marketing communication to address specific situations in the activities of companies operating in the current market. Knowledge: Theoretical knowledge from all techniques of marketing communication. Individual work with scientific databases and ability of analysis and synthesis of information that will be presented and used for case study analysis. Creative thinking based on theory. They deepen their skills in working with data, the application of theoretical knowledge in the analysis of experimental results, in interpersonal communication, collaboration as well as the ability to address and receive criticism,	

skills to present and communicate the results of their findings. Their skills in collaborating using ICT are also deepened here.

Competence:

After completing the course, students will be able to solve the problems from marketing communication with creative and analogical thinking based on theory. The competencies acquired in the teaching process make it possible to creatively assess the basic context in the management of communication activities of business entities and make decisions based on their knowledge. The goal is to achieve a high degree of independence and foresight in a known and unknown environment. Work proactively and responsibly as part of a work team. Application of innovative and creative thinking supported by professional presentation of the results of one's own study or practice.

Skill:

Students know how to successfully target the selected segment, manage marketing communication, comprehensive view of the need for effective marketing communication on various platforms. During the seminars, a space is created for each student to justify the sequence of steps implemented by him, the correctness of understanding and problem solving is verified, while other students are also involved in the discussion. The course of the lesson is managed by the teacher, who responds to a possible critical response of other students and directs the factual controversy of the discussed problem. For student activity, factual comments and observations, the teacher awards points, which are included in the evaluation of the subject. It supports the interest and activity of the listeners. During seminars and exams, the student develops his communication skills and ability to think critically in collective analyzes as well as in the defense of his analyzes and topics.

#### **Indicative content:**

Lectures:

1. The fundamentals of marketing communication
2. Marketing communication planning
3. Effective strategy for marketing communication
4. Advertising and sales promotion
5. Direct marketing
6. Public relations
7. Sponsorship and personal sales
8. Marketing communication on the Internet 1
9. Marketing communication on the Internet 2
10. Marketing communication in B2B markets
11. International marketing communication
12. Trends in marketing communication
13. Application of the effective marketing communication on practical examples

Seminars:

1. Introduction to the course, acquaintance with the conditions of the continuous evaluation
2. Marketing communication planning and presentation of the individual assignments
3. Planning a marketing communication strategy: individual work
4. Advertising and sales promotion: positive and negative aspects, case study solution
5. Direct marketing: case study solution, application on practical examples
6. Public relations: individual presentation of the practical examples
7. Written test, creating a plan of sponsorship activities of the selected subject
8. Training of objection handling techniques in personal sales
9. Case study: marketing communication on the Internet
10. Case study: marketing communication on the Internet
11. Presentation of semester assignments and discussion
12. Presentation of semester assignments and discussion

### 13. Presentation of semester assignments and discussion

**Support literature:**

SMITH, Pr. - ZOOK, Ze. Marketing Communications. Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogan Page. 2019. ISBN 0749-498-641

JUSKA, J. M. Integrated Marketing Communication: Advertising and Promotion in a Digital World. Routledge, 2017, 250 p. ISBN 978-1138695436

PERSUIT, J. M. Social Media and Integrated Marketing Communication: A Rhetorical Approach. Lexington Books, 2015, 144 p. ISBN 978-1498516167

ANDREWS, C. Advertising Promotion and Other Aspects of Integrated Marketing Communications. Delmar Cengage Learning. 2013. ISBN 978-111-1580-216

**Syllabus:****Lectures:**

1. The fundamentals of marketing communication
2. Marketing communication planning
3. Effective strategy for marketing communication
4. Advertising and sales promotion
5. Direct marketing
6. Public relations
7. Sponsorship and personal sales
8. Marketing communication on the Internet 1
9. Marketing communication on the Internet 2
10. Marketing communication in B2B markets
11. International marketing communication
12. Trends in marketing communication
13. Application of the effective marketing communication on practical examples

**Seminars:**

1. Introduction to the course, acquaintance with the conditions of the continuous evaluation
2. Marketing communication planning and presentation of the individual assignments
3. Planning a marketing communication strategy: individual work
4. Advertising and sales promotion: positive and negative aspects, case study solution
5. Direct marketing: case study solution, application on practical examples
6. Public relations: individual presentation of the practical examples
7. Written test, creating a plan of sponsorship activities of the selected subject
8. Training of objection handling techniques in personal sales
9. Case study: marketing communication on the Internet
10. Case study: marketing communication on the Internet
11. Presentation of semester assignments and discussion
12. Presentation of semester assignments and discussion
13. Presentation of semester assignments and discussion

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

English

**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. Vanda Lieskovská, PhD., Ing. Katarína Petrovčíková, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22362/22	<b>Title of course:</b> Marketing Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Semester assignment, Continuous test Exam <ul style="list-style-type: none"> <li>• Elaboration and presentation of the semester assignment - 20%</li> <li>• Result of the continuous assessment test - 10%</li> <li>• Activity at exercises/seminars - 10%</li> <li>• Exam - 60%</li> </ul>	
<b>Student workload:</b> Total study load (in hours): Participation in lectures – 26 hours Participation in active forms - 26 hours Preparation for active forms - 26 hours Processing of semester assignment - 26 hours Preparation for continuous assessment test – 26 hours Preparation for the exam - 52 hours Total: 182 hours	
<b>Teaching results:</b> The aim of the course is to develop marketing knowledge and skills necessary for a successful manager, so that students are able to assess and solve a range of marketing questions and issues related to the complex problem of demand management, or creating effective marketing strategies to achieve organizational goals in the operational and strategic level. <b>Knowledge:</b> Students acquire basic theoretical knowledge of current challenges and problems in the management of marketing activities, as well as the ability to understand the connection and possibilities of using marketing tools, as well as individual concepts in the business environment. <b>Competence:</b> From the acquired theoretical knowledge, students are able to systematize their knowledge of marketing management in relation to the requirements of business practice, as well as to create a complex thinking and perception of marketing as part of managerial decision-making with regard to responsibility to society. <b>Skill:</b>	

Students can the acquired knowledge in creating marketing strategies of the company. They develop the ability to systematically search, analyze and process the necessary information for processing the semester assignment. At the same time, during the processing of the semester assignment, they also develop the soft skills, such as teamwork and communication skills.

**Indicative content:**

Lectures:

1. The essence of marketing management.
2. Traditional and rational concept of marketing management.
3. Marketing management process
4. Finding marketing information and analyzing marketing opportunities
5. Marketing research and selection of target markets
6. Strategies of sustainable marketing mix
7. Designing marketing strategies
8. Orientation of marketing management to the customer
9. Preparation of the market offer
10. Providing value
11. Measuring the effectiveness and efficiency of marketing activities
12. Marketing manager
13. Service of global markets and new trends in marketing management

Seminars:

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue – Marketing Management.
2. Transition from product-oriented marketing to customer-oriented marketing
3. Finding marketing information
4. Marketing research
5. Marketing mix - application on a selected company
6. Brand - application on the selected company
7. Pricing strategy - application in a selected company
8. Distribution - application at the selected company
9. Communication - application at the selected company
10. Continuous assessment test
11. Presentation of processed semester assignments
12. Presentation of processed semester assignments
13. Marketing manager

**Support literature:**

HOLLENSSEN, S. Marketing Management: A relationship approach. Pearson, 2019, 728 p. ISBN 9781292291444

MARSHALL, G., JOHNSTON, M. Marketing Management. McGraw-Hill, 2021, 1392 p. ISBN 978-1260084993

DIMITRIADIS, N., JOVANOVIĆ DIMITRIADIS, N., NEY J. Advanced Marketing Management: Principles, Skills and Tools. Kogan Page, 2018, 320 p. ISBN 978-0749480370

KOTABE, M., HELSEN, K. Global Marketing Management 8th Edition. Wiley, 2020, 768 p. ISBN 978-1119563112

GUPTA, C.B., NAIR, R. Marketing Management: Text & Cases. Sultan Chand and Sons, 2020, 500p. ISBN 978-9351611219

Journals: Journal of marketing research, European journal of marketing, Marketing review

**Syllabus:**

Lectures:

1. The essence of marketing management.



2. Traditional and rational concept of marketing management.
3. Marketing management process
4. Finding marketing information and analyzing marketing opportunities
5. Marketing research and selection of target markets
6. Strategies of sustainable marketing mix
7. Designing marketing strategies
8. Orientation of marketing management to the customer
9. Preparation of the market offer
10. Providing value
11. Measuring the effectiveness and efficiency of marketing activities
12. Marketing manager
13. Service of global markets and new trends in marketing management

**Seminars:**

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue – Marketing Management.
2. Transition from product-oriented marketing to customer-oriented marketing
3. Finding marketing information
4. Marketing research
5. Marketing mix - application on a selected company
6. Brand - application on the selected company
7. Pricing strategy - application in a selected company
8. Distribution - application at the selected company
9. Communication - application at the selected company
10. Continuous assessment test
11. Presentation of processed semester assignments
12. Presentation of processed semester assignments
13. Marketing manager

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

English

**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. Barbora Gontkovičová, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22379/22	<b>Title of course:</b> New Trends in Marketing
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> Requirements to complete the course: Evaluation during semester: 40% - work and activity in exercises – 10%, - semester assignment – 30%. Exam: 60% Total: exercises + exam - at least 51% for the assessment and at least 51% of the exam.	
<b>Student workload:</b> Total study load (in hours): - participation in lectures - 26 hours - work and participation in exercises - 26 hours - preparation for exercises, processing of semester assignments and preparation for the test - 26 hours - preparation and passing of the exam - 26 hours Total: 104 hours	
<b>Teaching results:</b> The aim of the course is to identify and specify new marketing approaches on specific examples and their practical applications. The student has to demonstrate creative thinking and non-traditional approaches to solving selected marketing problems. <b>Knowledge:</b> Know new trends in marketing and the possibility of their implementation in the communication strategy of the company. Know the principles of applying specific types of marketing activities in online and offline environments. Master techniques for measuring the effectiveness of online campaigns. <b>Competences:</b> Manage the creation of communication campaigns in the field of trends and their implementation into the company's communication strategy. Ability to apply, depending on the goals of the marketing strategy, a suitable marketing tool based on current trends. <b>Skills:</b>	

Managerial skill in identifying the possibility of applying new trends to the company's marketing strategy. Through the processing of the semester assignment, students will learn teamwork leading to the successful application of individual techniques.

**Indicative content:**

Lectures:

1. Out of Home marketing.
2. Viral marketing.
3. Ambush marketing.
4. Ambient marketing.
5. Mobil marketing.
6. Influencer marketing.
7. Social media marketing.
8. Buzz marketing. Guerilla marketing.
9. Word-of-mouth marketing. Mouth-of-mount marketing.
10. Astroturfing marketing. Undercover marketing.
11. Streetart marketing a Flashmoby marketing.
12. Mosquito marketing.
13. Clean advertising.

Seminars:

1. Organization of work during the semester, credit conditions.
2. Out of Home marketing - application on a specific example.
3. Viral marketing - application on a specific example.
4. Ambush marketing - application on a specific example.
5. Ambient marketing - application on a specific example.
6. Mobile marketing - application on a specific example.
7. Influencer marketing and Social media marketing - application on a specific example.
8. Buzz marketing and Guerilla marketing - application on a specific example.
9. Word-of-mouth marketing. Mouth-of-mount marketing - application on a specific example.
10. Astroturfing marketing and Undercover marketing - application on a specific example.
11. Streetart marketing and Flashmoby marketing - application on a concrete example.
12. Mosquito marketing and Clean advertising - application on a specific example.
13. Evaluation of the semester.

**Support literature:**

BLYTHE, J. Essentials of Marketing Communications. Pearson Education, 2006, 332 p. ISBN 027370205X

GHORBANI, A. Marketing in the Cyber Era: Strategies and Emerging Trends: Strategies and Emerging Trends, IGI Global, 2013, 357 p. ISBN: 1466648651

MATSUO, T. - COLOMO-PALACIOS, R. Electronic Business and Marketing: New Trends on its Process and Applications. Springer, 2013, 177 p. ISBN: 364237932X

**Syllabus:**

Lectures:

1. Out of Home marketing.
2. Viral marketing.
3. Ambush marketing.
4. Ambient marketing.
5. Mobil marketing.
6. Influencer marketing.
7. Social media marketing.
8. Buzz marketing. Guerilla marketing.

9. Word-of-mouth marketing. Mouth-of-mount marketing.
10. Astroturfing marketing. Undercover marketing.
11. Streetart marketing a Flashmoby marketing.
12. Mosquito marketing.
13. Clean advertising.

**Seminars:**

1. Organization of work during the semester, credit conditions.
2. Out of Home marketing - application on a specific example.
3. Viral marketing - application on a specific example.
4. Ambush marketing - application on a specific example.
5. Ambient marketing - application on a specific example.
6. Mobile marketing - application on a specific example.
7. Influencer marketing and Social media marketing - application on a specific example.
8. Buzz marketing and Guerilla marketing - application on a specific example.
9. Word-of-mouth marketing. Mouth-of-mount marketing - application on a specific example.
10. Astroturfing marketing and Undercover marketing - application on a specific example.
11. Streetart marketing and Flashmoby marketing - application on a concrete example.
12. Mosquito marketing and Clean advertising - application on a specific example.
13. Evaluation of the semester.

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

English

**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., Ing. Katarína Petrovčíková, PhD., doc. Ing. Martin Mizla, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22153/22	<b>Title of course:</b> Organizational Behaviour
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22362/22-Marketing Management	
<b>Requirements to complete the course:</b> written assignement – 25 % test – 10 % activity – 5 % final written test – 60%	
<b>Student workload:</b> Participation at lectures: 26 hours Participation at seminars: 26 hours Written assignment: 13 hours Preparation for test: 13 hours Preparation for final exam: 26 hours Total: 104	
<b>Teaching results:</b> <b>Knowledge:</b> to define the interrelationships among three analytical levels: individual, group, organization to characterize the behaviour of individuals and working groups and to know competencies of knowledge worker to understand organizational processes - leadership, motivation, delegation, coaching <b>Skills:</b> to lead a work team to apply an effective leadership style to motivate to work performance to delegate work tasks to coach <b>Competences:</b> to be able to solve different problems in the field of leadership and employee motivation to assess the level of individual areas of organizational behaviour in practice and formulate recommendations to create and lead teams in virtual organization ability to lead and motivate subordinates, including change management	

**Indicative content:**

Lectures:

1. Organizational behaviour – the introduction.
2. Individual in the organization – person's personality in terms of the demands of the job. Competences of knowledge workers.
3. Working groups and work teams in the organization. Efficiency of teamwork.
4. Leadership. Leadership styles. Global managers. Alternatives to leadership.
5. Work motivation.
6. Power, influence, authority.
7. Delegation and participation. Decision making.
8. Coaching.
9. Organizational culture.
10. Knowledge management.
11. Organizational design. Digitalization and automatization. Virtual organization.
12. Management of organizational dynamics.
13. International dimensions of the study of organizational behaviour.

Seminars:

1. Introduction. Requirements. Content of organizational behaviour.
2. Application of organizational behaviour. Personality in the organization.
3. Creation of working groups and teams, work organization and group efficiency – role play.
4. Choice of leadership styles for specific conditions – teamwork.
5. Specifics of motivation of talents in an organization – case study, teamwork.
6. Classification of types of power and their analysis of application in practice – model situation.
7. Model situations focused on delegation, participation, decision making.
8. Coaching – role play.
9. Semester test.
10. The elements of organizational culture – case study.
11. Knowledge management – teamwork. Virtual organization – case study.
12. Change management – discussion.
13. Assessment of students' work during the semester.

**Support literature:**

Elementary Literature:

- Buchanan, D. A. – Huczynski, A. A.: Organizational Behavior. 10th ed. Pearson, 2020. ISBN 978-80-1352-2680-3.
- Griffin, R.W. – Phillips, J. M. – Gully, S. M.: Organizational Behavior. Cengage, 2019. 640 s. ISBN 978- 03-5704-250-2.
- King, D. – Lawley, S.: Organizational Behaviour. Oxford: Oxford University Press, 2019. 690 s. 3rd ed. ISBN 978-0-19-880778-0.
- Koning, P.: Agile Leadership Toolkit: Learning to Thrive with Self-Managing Teams. Pearson, 2019.
- Buchanan, D. A. – Badham, R. J. Power, Politics, and Organizational Change. 3rd ed. London: SAGE Publications Ltd, 2020. ISBN 978-1-5264-5890-2.
- 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.

**Syllabus:**

Lectures:

1. Organizational behaviour – the introduction.
2. Individual in the organization – person's personality in terms of the demands of the job. Competences of knowledge workers.

3. Working groups and work teams in the organization. Efficiency of teamwork.
4. Leadership. Leadership styles. Global managers. Alternatives to leadership.
5. Work motivation.
6. Power, influence, authority.
7. Delegation and participation. Decision making.
8. Coaching.
9. Organizational culture.
10. Knowledge management.
11. Organizational design. Digitalization and automatization. Virtual organization.
12. Management of organizational dynamics.
13. International dimensions of the study of organizational behaviour.

Seminars:

1. Introduction. Requirements. Content of organizational behaviour.
2. Application of organizational behaviour. Personality in the organization.
3. Creation of working groups and teams, work organization and group efficiency – role play.
4. Choice of leadership styles for specific conditions – teamwork.
5. Specifics of motivation of talents in an organization – case study, teamwork.
6. Classification of types of power and their analysis of application in practice – model situation.
7. Model situations focused on delegation, participation, decision making.
8. Coaching – role play.
9. Semester test.
10. The elements of organizational culture – case study.
11. Knowledge management – teamwork. Virtual organization – case study.
12. Change management – discussion.
13. Assessment of students' work during the semester.

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

english

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22366/22	<b>Title of course:</b> Payment Systems
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22363/22-Trade Operations	
<b>Requirements to complete the course:</b> Requirements to complete the course: activity on seminars – 20% results of semester test – 20% results of final written exam – 60%	
<b>Student workload:</b> Total study load (in hours): participation in lectures – 26 h participation in seminars – 26 h preparation for seminars – 13 h preparation for semester test – 13 h preparation for exam – 26 h Total: 104 h	
<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. Knowledge: - 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. Skills: - 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. Competences: - 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.

**Indicative content:**

Lectures:

1. Origins and development of money.
2. European Monetary Union and the banking system.
3. Cash and non-cash payments.
4. Credit and debit transfer, payment cards.
5. Electronic banking, electronic money.
6. Payment settlement systems.
7. Promissory note, bill of exchange.
8. Cheque.
9. Documentary letter of credit.
10. Documentary collection.
11. Security instruments in the payment system.
12. Deciding on the selection of payment term.
13. Business and payment relations in Slovak retail.

Seminars:

1. Introduction to payments.
2. Gold versus cryptocurrencies.
3. Slovak banking system.
4. Security features of banknotes and coins.
5. Current account and payment card usage mechanism.
6. Electronic money versus digital currency.
7. Semester test.
8. Bill of exchange assessment.
9. Use of a cheque.
10. Business case using a documentary letter of credit.
11. Business case using a documentary collection.
12. Bank guarantee in practice.
13. Example of deciding on the choice of payment term.

**Support literature:**

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

FRATIANNI, M., VON HAGEN, J.: The European Monetary System and European Monetary Union. Oxon: Routledge, 2019. ISBN 978-0-367-29186-0

**Syllabus:**

Lectures:

1. Origins and development of money.
2. European Monetary Union and the banking system.
3. Cash and non-cash payments.
4. Credit and debit transfer, payment cards.
5. Electronic banking, electronic money.
6. Payment settlement systems.
7. Promissory note, bill of exchange.
8. Cheque.
9. Documentary letter of credit.

10. Documentary collection.
11. Security instruments in the payment system.
12. Deciding on the selection of payment term.
13. Business and payment relations in Slovak retail.

Seminars:

1. Introduction to payments.
2. Gold versus cryptocurrencies.
3. Slovak banking system.
4. Security features of banknotes and coins.
5. Current account and payment card usage mechanism.
6. Electronic money versus digital currency.
7. Semester test.
8. Bill of exchange assessment.
9. Use of a cheque.
10. Business case using a documentary letter of credit.
11. Business case using a documentary collection.
12. Bank guarantee in practice.
13. Example of deciding on the choice of payment term.

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

English

**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. Katarína Petrovčíková, PhD., doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22365/22	<b>Title of course:</b> Product and Brand
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22362/22-Marketing Management or KOP PHF/PPO22364/22-Marketing Communication	
<b>Requirements to complete the course:</b> Full-time study: evaluation: total for semester 100% continuous assessment: 40% (written examination 15%) + presentation of assignments 10%, project presentation 15% exam: 60% Total: exercises + exam - at least 51% for evaluation sufficient and at the same time at least 51% of the exam	
<b>Student workload:</b> Total study load (in hours): participation in lectures - 26 hours work and participation in exercises - 26 hours preparation for exercises, processing of semester assignments and preparation for the test - 26 hours preparation and passing of the exam - 52 hours Total: 130 hours	
<b>Teaching results:</b> The aim of the course is to provide knowledge in the field of product quality, emphasizes their importance in a competitive market environment, current approaches of companies to their management, provision, analysis and improvement. Provides a comprehensive set of knowledge / information about the product's role and quality. Mastering the basics of product and brand marketing can therefore be key to surviving in the marketplace. This course focuses on the characteristics and classification of products and the process of building and managing a brand in terms of marketing management. Knowledge: understand product and brand issues, clarify concepts and strategies related to brand management Competences: the ability to work with product and brand information Skills: ability and skills in brand management in terms of rational marketing management	
<b>Indicative content:</b> Lectures: 1. Product characteristics, levels, meaning, definitions	

- 2 Product classification, product hierarchy
3. Product policy, factors determining product policy, product decisions
4. Five product levels - utility, basic product, idealized expected product, potential product, product expansion, new products, new product development process
5. Product relationship and needs, product strategies, product mix
6. Product life cycle and marketing strategies
7. Product marketing and service marketing
8. Brand identity, brand value
8. Brand management strategies, brand position in product strategy
- 9.Brand positioning
- 10.Protected trademark, international legal protection of the brand
- 11.Packaging - as the fifth P - Packaging, label
12. The process of building and managing a brand from the point of view of rational marketing management
- 13.Branding strategy

Seminars:

- 1.Introductory exercise, acquaintance with the conditions of work on the exercise, with the conditions for granting continuous assessment and passing the exam. Repetition of basic concepts and definitions. Division of assignments.
2. Product classification, product hierarchy - examples
3. Product policy, factors determining product policy
4. New product development process - presentations, examples
- 5.Interim evaluation no. 1.
6. Brand identity expression of brand identity and its meaning, brand position in product strategy - examples, model situations.
7. Brand position - brand value, the essence of brand value - examples
8. Brand management strategy and its key decisions - application on practical examples
9. Brand value creation brand elements, integration into marketing programs - examples
- 10.Label - part of the package, analysis, examples, model situations.
- 11.Interim evaluation no. 2.
12. Curriculum summary, corrective continuous assessment.
13. Submission and presentation of seminar work.

**Support literature:**

KAPFERER, J-N.: The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term. London and Sterling: Kogan Page Limited

HOLT, D.B.: How Brands Become Icons: The Principles of Cultural Branding. Boston: Harvard Business School Publishing.

STARK, J. :Product Lifecycle Management (Volume 1): 21st Century Paradigm for Product Realisation, Springer International Publishing, 2020, ISBN:978-3-030-28863-1,978-3-030-28864-8

RIES, L. Publisher: The 22 immutable laws of branding: how to build a product or service into a world-class brand, 2002, HarperBusiness, ISBN: 0060085185.

**Syllabus:**

Lectures:

1. Product characteristics, levels, meaning, definitions
2. Product classification, product hierarchy
3. Product policy, factors determining product policy, product decisions
4. Five product levels - utility, basic product, idealized expected product, potential product, product expansion, new products, new product development process

5. Product relationship and needs, product strategies, product mix
6. Product life cycle and marketing strategies
7. Product marketing and service marketing
8. Brand identity, brand value
8. Brand management strategies, brand position in product strategy
9. Brand positioning
10. Protected trademark, international legal protection of the brand
11. Packaging - as the fifth P - Packaging, label
12. The process of building and managing a brand from the point of view of rational marketing management
13. Branding strategy

**Seminars:**

1. Introductory exercise, acquaintance with the conditions of work on the exercise, with the conditions for granting continuous assessment and passing the exam. Repetition of basic concepts and definitions. Division of assignments.
2. Product classification, product hierarchy - examples
3. Product policy, factors determining product policy
4. New product development process - presentations, examples
5. Interim evaluation no. 1.
6. Brand identity expression of brand identity and its meaning, brand position in product strategy - examples, model situations.
7. Brand position - brand value, the essence of brand value - examples
8. Brand management strategy and its key decisions - application on practical examples
9. Brand value creation brand elements, integration into marketing programs - examples
10. Label - part of the package, analysis, examples, model situations.
11. Interim evaluation no. 2.
12. Curriculum summary, corrective continuous assessment.
13. Submission and presentation of seminar work.

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

English

**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. Erik Weiss, PhD., Ing. Jozef Gajdoš, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22372/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Full-time study: <ul style="list-style-type: none"><li>• Evaluation: total for semester 100%.</li><li>• Continuous assessment: active participation 40%, project: 60%.</li><li>• Total: exercises + exam - at least 51% for evaluation sufficient and at the same time at least 51% of the exam.</li></ul>	
<b>Student workload:</b> Total study load (in hours): <ul style="list-style-type: none"><li>• Participation in active forms - 26 hours.</li><li>• Preparation for active forms - 26 hours.</li><li>• Preparation for the final exam - 26 hours.</li></ul> Total 78 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> Seminars: Professional communication and solution of the case studies related to these topics: <ol style="list-style-type: none"><li>1. Marketing,</li><li>2. Marketing mix,</li></ol>	

3. Market segmentation,
4. Consumer behavior,
5. Advertising,
6. Sales promotion,
7. Communication strategies,
8. Foreign trade,
9. Payment system
10. Logistics.
11. Presentation of students' projects on selected topics.
12. Presentation of students' projects on selected topics.
13. Presentation of students' projects on selected topics.

**Support literature:**

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

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

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

**Syllabus:**

Seminars:

Professional communication and solution of the case studies related to these topics:

1. Marketing,
2. Marketing mix,
3. Market segmentation,
4. Consumer behavior,
5. Advertising,
6. Sales promotion,
7. Communication strategies,
8. Foreign trade,
9. Payment system
10. Logistics.
11. Presentation of students' projects on selected topics.
12. Presentation of students' projects on selected topics.
13. Presentation of students' projects on selected topics.

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

English

**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. Katarína Petrovčíková, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the

delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22375/22	<b>Title of course:</b> Professional Skills in Business Administration
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <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> Semester project. Exam. <ul style="list-style-type: none"><li>• semester project - 30%,</li><li>• activity - 10%,</li><li>• exam - 60%.</li></ul>	
<b>Student workload:</b> Total study load (in hours): <ul style="list-style-type: none"><li>• participation in seminars = 26 hours,</li><li>• preparation for seminars = 26 hours,</li><li>• preparation for the exam = 26 hours.</li></ul> Total study load: 78 hours.	
<b>Teaching results:</b> The aim of the course is to provide students with knowledge from selected areas of Business Informatics. Knowledge: The aim of the course is to provide students with knowledge from selected areas of Business Informatics. The course expands students' knowledge of tools, techniques, procedures that are currently necessary for the work of a manager in a suitable way. Competence: The course builds on the basic knowledge that the student has acquired by completing the course Informatics. It deals with the acquisition and sharing of information, information management, tools for effective collaboration and various areas of e-business. Skill: The course introduces the latest management techniques needed to manage business processes in working with information, expands skills for communication through Internet platforms in a business-customer relationship.	
<b>Indicative content:</b> Exercises: 1. Information and their basic division. The essence of information. Differences in information and data.	

2. Effective ways of searching for information and their various types.
3. Use of management tools for their organization and effective use.
4. Tools of team cooperation and communication in organizations. Differences between technologies by type of organization.
5. Internet security, use of active and passive forms of data security.
6. Information sharing in the cloud, efficiency and types of cloud computing - SaaS, IaaS, PaaS.
7. Centralized tools for web administration and creation.
8. Evaluation.
9. Work and use of graphic editors, the latest trends in graphic applications on the Internet.
10. E-business and e-commerce, its principles, principles and use.
11. Electronic form of public procurement, use of applications for efficient data collection, evaluation of purchase and sale using EVO.
12. Electronic auctions and their types. Practical examples from practice - types of auction systems used.
13. Presentation of the semester project.

**Support literature:**

1. CHIA, E. (2009). How I Made My First Million on the Internet. London: Morgan James Publishing, 2009. ISBN 978-1600374708.
2. VAYNERCHUK, G. (2009). Crush It!: Why NOW Is the Time to Cash In on Your Passion. London: Harper studio, 2009. ASIN 0061914177.
3. COLE, K.: Business Administration. Melbourne: Cengage, 2017. ISBN 978-0-1703-8703-3.

**Syllabus:**

Exercises:

1. Information and their basic division. The essence of information. Differences in information and data.
2. Effective ways of searching for information and their various types.
3. Use of management tools for their organization and effective use.
4. Tools of team cooperation and communication in organizations. Differences between technologies by type of organization.
5. Internet security, use of active and passive forms of data security.
6. Information sharing in the cloud, efficiency and types of cloud computing - SaaS, IaaS, PaaS.
7. Centralized tools for web administration and creation.
8. Evaluation.
9. Work and use of graphic editors, the latest trends in graphic applications on the Internet.
10. E-business and e-commerce, its principles, principles and use.
11. Electronic form of public procurement, use of applications for efficient data collection, evaluation of purchase and sale using EVO.
12. Electronic auctions and their types. Practical examples from practice - types of auction systems used.
13. Presentation of the semester project.

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

English

**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 Gajdoš, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22361/22	<b>Title of course:</b> Purchasing and Sale
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Requirements to complete the course: project, continuous tests, combined exam · elaboration and presentation of semester work - 15% · result of the semester test - 15% · activity in exercises / seminars - 10% · final written test and oral exam - 60%	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• 26 hours of participation in lectures</li> <li>• 26 hours preparation for lectures</li> <li>• 26 hours participation in active forms of study (exercises)</li> <li>• 26 hours preparation for active forms of study (exercises)</li> <li>• 26 hours preparation for mid-term evaluation</li> <li>• 52 hours exam preparation</li> </ul> Total: 182 hours	
<b>Teaching results:</b> The aim of the course is to identify activities related to buying and selling, based on basic terminology, through the definition of tools, generally applied methods of purchasing and selling and selling techniques. <b>Knowledge:</b> To understand the issue of buying and selling, its importance, development and implementation in specific conditions, understand the issue of applying marketing approaches in the field of purchasing and selling, business plans. <b>Competence:</b> Ability to work with information - search for it, select it, analyze it and synthesize with an orientation towards the creation of the concept of purchasing and selling, the ability to predict scenarios further development <b>Skill:</b> The ability to apply the instrumentation of purchasing and selling on a specific example, critically evaluate the situation, formulate criteria for the analysis of the current state, formulate the goals of the strategy of purchasing and selling	

**Indicative content:**

## Lectures:

1. Theoretical bases of purchasing, purchasing in the organizational structure of the company
2. Division of roles, responsibilities and powers within the levels of purchasing activities, characteristics of the organization of purchasing in the company
3. Activities and criteria of purchasing organization
4. Intercompany relations in the field of purchase and sale
5. Marketing understanding of purchasing. Strategic aspect of purchasing marketing.
6. Objectives of purchasing organization, factors influencing the purchasing process, operational aspect of purchasing marketing.
7. Specification of purchasing activities. Internet shopping. Mobile shopping.
8. The position of sales activities in the company, an overview of sales activities in the company, sales risks.
9. Sales staff, sales forecasting and sales sector management
10. Modification of purchasing and sales activities of the company due to the crisis situation
11. Strategies for stabilizing the corporate crisis. Product portfolio analysis, customer portfolio analysis
12. New trends in business activities - support for data transparency, digitization
13. New trends in internet trading

## Seminars:

1. Introductory exercise, acquaintance with the conditions of work on the exercise, with the conditions for granting a continuous assessment and passing the exam. Repetition of basic terms and definitions.
2. Degree of centralization and decentralization of purchasing decisions, forms of centralization and decentralization.
3. Purchasing in the organizational structure of the company.
4. Purchasing risks: examples, modeled situations.
5. Intercompany relations in the field of buying and selling company. Analysis of basic relations of inter-company cooperation network, analysis of customer-supplier relations.
6. Interim evaluation no. 1 - written examination in the 5th week.
7. Marketing understanding of purchasing. - processes, needs analysis, purchasing classification, analysis and selection of the purchasing market, visualization of the purchasing portfolio, situation diagnostics, purchasing plan.
8. Sales risks, examples, modeled situations.
9. Business staff, its mission, tasks.
10. Sales forecasting, creation of an action plan, creation of a strategic plan, creation of an operational plan.
11. Sales sector management. Sales marketing. Examples, model situations.
12. Interim evaluation no. 2 - written examination in the 11th week. Product portfolio analysis and customer portfolio analysis. Analyzes, examples, model situations.
13. Submission and presentation of seminar work.

**Support literature:**

YOSHIDA, J. Increasing Sales Through Relationship Marketing. 2011, 104 p.

ISBN-13:978-14466415832.

CHLOE, T. Customer Persuasion, 2016, 252, Createspace, ISBN 97809926612743.

BLOUNT, J. Sales EQ, 2017, John Wiley & Sons Inc., 320 p., EAN97811193125744.

**Syllabus:**

## Lectures:

1. Theoretical bases of purchasing, purchasing in the organizational structure of the company

2. Division of roles, responsibilities and powers within the levels of purchasing activities, characteristics of the organization of purchasing in the company
3. Activities and criteria of purchasing organization
4. Intercompany relations in the field of purchase and sale
5. Marketing understanding of purchasing. Strategic aspect of purchasing marketing.
6. Objectives of purchasing organization, factors influencing the purchasing process, operational aspect of purchasing marketing.
7. Specification of purchasing activities. Internet shopping. Mobile shopping.
8. The position of sales activities in the company, an overview of sales activities in the company, sales risks.
9. Sales staff, sales forecasting and sales sector management
10. Modification of purchasing and sales activities of the company due to the crisis situation
11. Strategies for stabilizing the corporate crisis. Product portfolio analysis, customer portfolio analysis
12. New trends in business activities - support for data transparency, digitization
13. New trends in internet trading

**Seminars:**

1. Introductory exercise, acquaintance with the conditions of work on the exercise, with the conditions for granting a continuous assessment and passing the exam. Repetition of basic terms and definitions.
2. Degree of centralization and decentralization of purchasing decisions, forms of centralization and decentralization.
3. Purchasing in the organizational structure of the company.
4. Purchasing risks: examples, modeled situations.
5. Intercompany relations in the field of buying and selling company. Analysis of basic relations of inter-company cooperation network, analysis of customer-supplier relations.
6. Interim evaluation no. 1 - written examination in the 5th week.
7. Marketing understanding of purchasing. - processes, needs analysis, purchasing classification, analysis and selection of the purchasing market, visualization of the purchasing portfolio, situation diagnostics, purchasing plan.
8. Sales risks, examples, modeled situations.
9. Business staff, its mission, tasks.
10. Sales forecasting, creation of an action plan, creation of a strategic plan, creation of an operational plan.
11. Sales sector management. Sales marketing. Examples, model situations.
12. Interim evaluation no. 2 - written examination in the 11th week. Product portfolio analysis and customer portfolio analysis. Analyzes, examples, model situations.
13. Submission and presentation of seminar work.

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

English

**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. Erik Weiss, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPF22158/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KOP PHF/PPO22361/22-Purchasing and Sale	
<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> <ul style="list-style-type: none"> <li>• 26 h. lectures</li> <li>• 26 h. practical</li> <li>• 26 h. preparation for practical</li> <li>• 30 h. preparation for control tests</li> <li>• 22 h. preparation for final exam</li> </ul> Total: 130 hours	
<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. <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• Understanding Industry 4.0 and strategic digital leadership</li> <li>• Understanding supply requirements using data and technology</li> <li>• Understanding methods and procedures of sourcing as well as evaluating and selecting suppliers in the digital age</li> </ul>	



- 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:**

Lectures:

1. Procurement and sourcing in companies
2. Purchasing and Supply Management
3. Characterization of Industry 4.0 from PSM point of view.
4. Module I.: Strategic digital leadership A.
5. Module I.: Strategic digital leadership B.
6. Module II.: Supply requirements using data and technology A.
7. Module II.: Supply requirements using data and technology B.
8. Module III.: Sourcing and evaluating suppliers in the digital age A.
9. Module III.: Sourcing and evaluating suppliers in the digital age B.
10. Module IV.: Selecting Suppliers A.
11. Module IV.: Selecting Suppliers B.
12. Module V.: Advanced automation in operational procurement A.
13. Module V.: Advanced automation in operational procurement B.

Seminars:

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

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

**Support literature:**

Elementary literature:

1. NICOLETTI, Bernardo, et al. Procurement 4.0 and the Fourth Industrial Revolution. Springer Books, 2020.
2. ZIJM, Henk, et al. (ed.). Operations, logistics and supply chain management. Berlin: Springer, 2019.
3. 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:**

Lectures:

1. Procurement and sourcing in companies
2. Purchasing and Supply Management
3. Characterization of Industry 4.0 from PSM point of view.
4. Module I.: Strategic digital leadership A.
5. Module I.: Strategic digital leadership B.
6. Module II.: Supply requirements using data and technology A.
7. Module II.: Supply requirements using data and technology B.
8. Module III.: Sourcing and evaluating suppliers in the digital age A.
9. Module III.: Sourcing and evaluating suppliers in the digital age B.
10. Module IV.: Selecting Suppliers A.
11. Module IV.: Selecting Suppliers B.
12. Module V.: Advanced automation in operational procurement A.
13. Module V.: Advanced automation in operational procurement B.

Seminars:

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

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

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

English

**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, Ing. Stanislav Rudý

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22460/22	<b>Title of course:</b> Quantitative Analyzes and Forecasting
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> KFRP PHF/PPF22118/22-Corporate Risk Management	
<b>Requirements to complete the course:</b> individual work, written work combined exam <ul style="list-style-type: none"> <li>• written examination – 30 %</li> <li>• semester assignment – 10 %</li> <li>• combined exam – 60 %</li> </ul>	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in lectures – 26 hours</li> <li>• participation in exercises – 26 hours</li> <li>• preparation for exercises – 13 hours</li> <li>• preparation for the semester test – 26 hours</li> <li>• preparation for the semester assignment – 13 hours</li> <li>• preparation for the exam – 26 hours</li> </ul> Total: 130 hours	
<b>Teaching results:</b> The main educational goal of the course is: <ul style="list-style-type: none"> <li>• acquaint students with the principles, knowledge, main goals in the field of quantitative analysis and basic forecasting procedures,</li> <li>• acquaint students with the stages of implementation of quantitative analysis, types of methods and approaches to quantitative analysis and prognosis,</li> <li>• teach students to practically implement relevant analyzes and forecasting methods,</li> <li>• get acquainted with primary and secondary data sources that are suitable for the implementation of analyzes and forecasting in the field of trade and marketing,</li> <li>• gain knowledge about the possibilities of quantitative data processing using software products,</li> <li>• to teach students to correctly draw conclusions from realized analyzes and forecasting methods,</li> <li>• gain an analytical approach to solving economic problems that can applied to the field of economic practice.</li> </ul> <b>Knowledge:</b> Successful graduates of the course will gain knowledge of quantitative analysis and basics of prognostic approaches in marketing, primary and secondary data sources for trade and marketing, how to evaluate qualitative and quantitative data, application of software products in processing	

analyzes, drawing conclusions from the implemented analytical procedures, which they can apply in decision-making in various areas of economic practice and will use them appropriately in the study of other subjects and the processing of final theses.

Skill:

The graduate is able to implement, take steps to perform a quantitative analysis in the field of trade and marketing, apply appropriate methods of analysis of qualitative and quantitative data of the primary resp. secondary research, uses a suitable statistical software product in solving analyzes, draws relevant conclusions from the applied quantitative procedures. The student applies the acquired theoretical knowledge to the practical solution of specific problems in the field of quantitative analysis and elementary forecasting.

Competence:

After completing the course the student is able to solve and analyze problems related to the application of one- and multivariate quantitative methods for analysis in marketing and business, assess the context of used quantitative methods, can think analytically, apply creative thinking in obtaining and processing relevant data, can orient in basic databases for the selection of secondary research indicators, to carry out quantitative analysis and evaluate its conclusions, to present conclusions and recommendations for the following periods in an appropriate manner.

### **Indicative content:**

Lectures:

1. Basic and advanced methods of quantitative analysis.
2. Empirical and graphical approaches to the analysis of categorical, ordinal and cardinal features.
3. Advanced approaches to data processing and analysis, problem solving in data processing.
4. Application of inductive statistics, software solutions.
5. Investigation of dependencies of qualitative and quantitative features, software solutions.
6. Linear and nonlinear regression models.
7. Multidimensional regression models.
8. Regression models and their use in forecasting.
9. One-factor and multi-factor analysis of variance.
10. Multifactor analysis of variance, software solutions.
11. Nonparametric analysis of variance.
12. Presentation of results, outputs of software solutions to the tasks of qualitative and quantitative analysis and forecasts.
13. Overview of other approaches to quantitative analysis, software products.

Seminars:

1. Application of appropriate basic and advanced methods of quantitative analysis.
2. Empirical and graphical approaches to the analysis of categorical, ordinal and cardinal features, solving practical cases.
3. Practical approaches to advanced data processing and analysis, problem solving in data processing.
4. Application of inductive statistics, software solutions, practical examples of application of inductive statistics.
5. Investigation of dependencies of qualitative and quantitative features in the software product environment.
6. Linear and nonlinear regression models, examples and possible solutions using a software product.
7. Multidimensional regression models, solving practical problems using a software product.
8. Regression models and their use in forecasting.
9. One-factor and multi-factor analysis of variance.
10. Multifactor analysis of variance, practical cases of application of methods in a software product environment.

11. Nonparametric analysis of variance, solution of practical cases in the software product environment.
12. Presentation of the semester assignment and discussion.
13. Presentation of the semester assignment and discussion.

**Support literature:**

1. STOCKEMER, D. (2019). Quantitative Methods for the Social Sciences: A Practical Introduction with Examples in SPSS and Stata. Springer, 2019. ISBN-13: 978-3319991177.
2. MOORE, D., McCABE, G., CRAIG, B., ALWAN, L. (2020). The Practice of Statistics for Business and Economics. WH Freeman, 2020. ISBN-13: 978-1319324810.
3. CHRISTENSEN, R. (2020). Analysis of Variance, Design, and Regression: Linear Modeling for Unbalanced Data. Routledge, 2020. ISBN-13: 978-0367737405.
4. MAXWELL, R. (1999). A Student's Guide to Analysis of Variances. Routledge: Student edition, 1999. ISBN-13: 978-0415165655.
5. COHEN, J., WEST, S.G., AIKEN, L.S., COHEN, P. (2002). Applied Multiple Regression/Correlation Analysis for the Behavioral Sciences. Routledge, 2002. ISBN-13-978-0805822236.

**Syllabus:**

## Lectures:

1. Basic and advanced methods of quantitative analysis.
2. Empirical and graphical approaches to the analysis of categorical, ordinal and cardinal features.
3. Advanced approaches to data processing and analysis, problem solving in data processing.
4. Application of inductive statistics, software solutions.
5. Investigation of dependencies of qualitative and quantitative features, software solutions.
6. Linear and nonlinear regression models.
7. Multidimensional regression models.
8. Regression models and their use in forecasting.
9. One-factor and multi-factor analysis of variance.
10. Multifactor analysis of variance, software solutions.
11. Nonparametric analysis of variance.
12. Presentation of results, outputs of software solutions to the tasks of qualitative and quantitative analysis and forecasts.
13. Overview of other approaches to quantitative analysis, software products.

## Seminars:

1. Application of appropriate basic and advanced methods of quantitative analysis.
2. Empirical and graphical approaches to the analysis of categorical, ordinal and cardinal features, solving practical cases.
3. Practical approaches to advanced data processing and analysis, problem solving in data processing.
4. Application of inductive statistics, software solutions, practical examples of application of inductive statistics.
5. Investigation of dependencies of qualitative and quantitative features in the software product environment.
6. Linear and nonlinear regression models, examples and possible solutions using a software product.
7. Multidimensional regression models, solving practical problems using a software product.
8. Regression models and their use in forecasting.
9. One-factor and multi-factor analysis of variance.
10. Multifactor analysis of variance, practical cases of application of methods in a software product environment.

- 11. Nonparametric analysis of variance, solution of practical cases in the software product environment.
- 12. Presentation of the semester assignment and discussion.
- 13. Presentation of the semester assignment and discussion.

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

English

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22360/22	<b>Title of course:</b> Retail Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b> KOP PHF/PPO22362/22-Marketing Management	
<b>Requirements to complete the course:</b> Evaluation during semester: 40% term assignment - 15% continuous assessment test – 15% activity on exercises 10% Exam: 60%	
<b>Student workload:</b> Total student workload: 182 hours participation in lectures – 26 hours participation in active lectures - 26 hours participation in active forms - 26 hours processing of semester assignment - 26 hours preparation for continuous assessment test – 26 hours preparation for the exam - 52 hours Total: 182 hours	
<b>Teaching results:</b> The aim of the course is to prepare students for changes in development trends in retail, which respond in a fundamental way to new phenomena in the economy, gradual globalization, and changes in business structures. In addition to theoretical knowledge, attention is also focused on specific practical examples and their use in the practice of a business firm. <b>Knowledge:</b> Students acquire the ability to understand the changing strategies of management of business firms, they can apply knowledge of management of business firm, human resources, and ethical principles of business conduct in practice. <b>Competence:</b> From the acquired theoretical knowledge, students can systematize their knowledge in the field of retail management in relation to current trends and requirements of business practice, as well as critically analyze and evaluate individual elements of management of business firm. The competencies acquired in the teaching process make it possible to creatively assess the basic context in the management of retail activities of business entities and make decisions based on their knowledge. The goal is to achieve a high degree of independence and foresight in a known and	



unknown environment. Work proactively and responsibly as part of a work team. Application of innovative and creative thinking supported by professional presentation of the results of one's own study or practice.

Skill:

Students can integrate individual specific attributes of retail management into a comprehensive whole and apply the acquired knowledge in solving practical tasks. They develop the ability to systematically search, analyze and process the necessary information for processing the semester assignment. At the same time, during the processing of the semester assignment, they also develop the soft skills, such as teamwork and communication skills. The case study platform motivates the student to further self-education in order to gain an advantage. Requirement of securing computer rooms for seminars for the needs of processing assignments in class. During the seminars, a space is created for each student to justify the sequence of steps implemented by him, the correctness of understanding and problem solving is verified, while other students are also involved in the discussion. The course of the lesson is managed by the teacher, who responds to a possible critical response of other students and directs the factual controversy of the discussed problem. For student activity, factual comments and observations, the teacher awards points, which are included in the evaluation of the subject. It supports the interest and activity of the listeners. During seminars and exams, the student develops his communication skills and ability to think critically in collective analyzes as well as in the defense of his analyzes and topics.

**Indicative content:**

Lectures:

1. Importance of trade function
2. Business branch, business company, management of business companies
3. Store retail - retail formats
4. Business logistics
5. Spatial structure of retail
6. Methods of quantification of spatial planning
7. Planning and organizing a business company
8. Human resources management in a trading company
9. Requested lecture by a representative of the selected business company
10. Management of the movement of goods in the company
11. Pricing in a trading company.
12. Control, controlling, decision making in a business company.
13. Management of business operations in a trading company.

Seminars:

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue - The importance, definition, and function of trade in the economy.
2. Statistical classification of economic activities SK NACE.
3. Characteristic features of a retailing company, categorization of retail in a selected location in terms of forms of concentration and cooperation. Application to a specific business practice.
4. Field work. Analysis of shopping zone and shopping centers. Territorial arrangement of retail.
5. Presentation of the results of analyzes from field work.
6. Management and organization of complex and follow-up processes. Planning by network analysis method.
7. Calculation of basic characteristics and times of CPM, analysis of fulfillment of plans and principles of control.
8. Inventories in trade, their importance and classification. Determining inventory levels and their optimization.
9. Continuous test.

10. Case study of a retail company. Required working meetings with business representatives.
11. Presentation of semester assignments.
12. Consumer behavior.
13. Unfair commercial practices.

**Support literature:**

BERMAN, Barry - EVANS, Joel R. - CHATTERJEE, Patrali. Retail Management : A Strategic Approach. 13th Edition. Harlow : Pearson, 2018. 592 s. ISBN 978-1-292-21467-2.

WRICE, M. First steps in retail management. Macmillan education au, 2004, 385 s. ISBN:0732991625

FERNIE, J. - SPARKS, L. Logistics and retail management: Insights into current practice and trends from leading experts. Kogan Page publishers, 2004, 240 p. ISBN: 0749440910

ZENTES, J.: Strategic Retail Management. Gabler Betriebswirt.-Vlg, 2016 ISBN:978-3-658-10183-1

PRABHU TL, GURU M.: Retail Management: An Effective Management Strategy for Retail Store Managers. Nestfame Creations Pvt. Ltd., 2019.

**Syllabus:**

Lectures:

1. Importance of trade function
2. Business branch, business company, management of business companies
3. Store retail - retail formats
4. Business logistics
5. Spatial structure of retail
6. Methods of quantification of spatial planning
7. Planning and organizing a business company
8. Human resources management in a trading company
9. Requested lecture by a representative of the selected business company
10. Management of the movement of goods in the company
11. Pricing in a trading company.
12. Control, controlling, decision making in a business company
13. Management of business operations in a trading company

Seminars:

1. Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Introduction to the issue - The importance, definition, and function of trade in the economy
2. Statistical classification of economic activities SK NACE, collection of secondary database, work with data, their analysis and evaluation.
3. Characteristic features of a retailing company, categorization of retail in a selected location in terms of forms of concentration and cooperation. Application to a specific business practice
4. Field work. Analysis of shopping zone and shopping centers. Territorial arrangement of retail
5. Presentation of the results of analyzes from field work.
6. Management and organization of complex and follow-up processes. Planning by network analysis method.
7. Calculation of basic characteristics and times of CPM, analysis of fulfillment of plans and principles of control.
8. Inventories in trade, their importance and classification. Determining inventory levels and their optimization.
9. Continuous paper
10. Case study of a retail company. Required working meetings with business representatives.

11. Presentation of semester assignments. Evaluation by students, followed by teachers. Training in constructive criticism and opposition by presenters.
12. Consumer behavior
13. Unfair commercial practices

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

English

**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. Vanda Lieskovská, PhD., Ing. Katarína Petrovčíková, PhD.

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22610/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<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 - elaboration of the final thesis project – 35% individual work - literary research on the given topic of the final thesis - 65% Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
<b>Student workload:</b> participation at seminars (consultations) - 26 hrs. other activities - study of literature, preparation of materials for the final thesis - 26 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.	

**Indicative content:**

## Seminars:

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.

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

**Syllabus:**

## Seminars:

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.

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

English

**Notes:****Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:****Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPF22248/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<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 - elaboration of the final thesis project – 35% individual work - literary research on the given topic of the final thesis - 65% Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
<b>Student workload:</b> participation at seminars (consultations) - 26 hrs. other activities - study of literature, preparation of materials for the final thesis - 26 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>	

**Seminars:**

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.

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

**Syllabus:****Seminars:**

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.

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

English

**Notes:****Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 14.12.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22844/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 3.	
<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 seminars – 26 hours</li> <li>• other activities – study of literature, preparation of materials for the final thesis, homework and examples, preparation for seminars, processing of literary research and preparation for a written test – 26 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>	



**Indicative content:**

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.

**Support literature:**

1. 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.
2. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.
3. GHAURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.
4. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.
5. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

**Syllabus:**

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.

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

English

**Notes:****Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 14.12.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22386/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<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 - elaboration of the final thesis project – 35% individual work - literary research on the given topic of the final thesis - 65% Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
<b>Student workload:</b> participation at seminars (consultations) - 26 hrs. other activities - study of literature, preparation of materials for the final thesis - 26 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>	

**Seminars:**

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.

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

**Syllabus:****Seminars:**

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.

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

English

**Notes:****Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 14.12.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/ PPEM22611/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<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 - processing of materials for the final work (45%) individual work - processing of literary research (40%) presentation of the results of the final thesis (15%) Total for semester 100%	
<b>Student workload:</b> participation in seminars - 26 hrs. other activities - study of literature, preparation of materials for the final work, homework and examples, preparation for teaching, processing of literary research and preparation for the presentation of work results - 26 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. <b>Knowledge:</b> 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. <b>Competences:</b> 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. <b>Skills:</b> 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.

**Indicative content:**

Seminars:

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.

**Support 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.  
SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.  
Current papers form database SCOPUS, WOS, EBSCO.  
Business case studies.

**Syllabus:**

Seminars:

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.

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPF22218/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<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 - processing of materials for the final work (45%) individual work - processing of literary research (40%) presentation of the results of the final thesis (15%) Total for semester 100%	
<b>Student workload:</b> participation in seminars - 26 hrs. other activities - study of literature, preparation of materials for the final work, homework and examples, preparation for teaching, processing of literary research and preparation for the presentation of work results - 26 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. <b>Knowledge:</b> 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. <b>Competences:</b> 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. <b>Skills:</b> 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.

**Indicative content:**  
Seminars:  
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.

**Support 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.  
SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.  
Current papers form database SCOPUS, WOS, EBSCO.  
Business case studies.

**Syllabus:**  
Seminars:  
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.

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

**Notes:**

**Assessment of courses**  
Total number of evaluated students: 0

NZ	Z
0.0	0.0



**Lecturer:**

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22864/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 4.	
<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 – 40%</li> <li>• presentation of the results of the final thesis – 15%</li> </ul> Total for semester: 100%	
<b>Student workload:</b> <ul style="list-style-type: none"> <li>• participation in seminars – 26 hours</li> <li>• other activities – study of literature, preparation of materials for the final work, homework and examples, preparation for teaching, processing of literary research and preparation for the presentation of work results – 26 hours</li> </ul> Total: 52 hours	
<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> 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>	

**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.

**Indicative content:**

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.

**Support literature:**

1. 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.
2. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.
3. GHAURI, P. N. – GRØNHAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.
4. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.
5. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.
6. Current papers form database SCOPUS, WOS, EBSCO.
7. Business case studies.

**Syllabus:**

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.

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 14.12.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22387/22	<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 / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<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 - processing of materials for the final work (45%) individual work - processing of literary research (40%) presentation of the results of the final thesis (15%) Total for semester 100%	
<b>Student workload:</b> participation in seminars - 26 hrs. other activities - study of literature, preparation of materials for the final work, homework and examples, preparation for teaching, processing of literary research and preparation for the presentation of work results - 26 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. <b>Knowledge:</b> 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. <b>Competences:</b> 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. <b>Skills:</b> 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>	
Seminars: 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.	
<b>Support literature:</b>	
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. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787. Current articles from the database: SCOPUS, WOS, EBSCO.	
<b>Syllabus:</b>	
Seminars: 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.	
<b>Language whose command is required to complete the course:</b>	
English	
<b>Notes:</b>	
<b>Assessment of courses</b>	
Total number of evaluated students: 0	
NZ	Z
0.0	0.0
<b>Lecturer:</b>	
<b>Date of the latest change:</b> 04.04.2022	

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22504/22	<b>Title of course:</b> Seminar with Experts from Practice 1 Honoris 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Seminars: 100%, of which: presentation of the project and solving tasks for exercises 100%	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation in lectures - 26 hours</li><li>• participation in seminars - 26 hours</li><li>• preparation of the semester assignment - 26 hours</li></ul> Total: 78 hours	
<b>Teaching results:</b> <p>The course aims to provide students with an overview and explanation of project management tools according to the internationally recognized methodology of PMI, project management tools.</p> <b>Knowledge:</b> The graduate will understand the issues of project management, its importance, development, and implementation in specific conditions, as well as understand the issues of applying project management in business practice. <b>Skill:</b> The graduate has the ability to apply the instrumentation of project management on a specific example, critically evaluate the situation, propose solutions to project management problems at the tactical and strategic level. <b>Competence:</b> The graduate has the ability to work with information - search for it, select, analyze and synthesize with an orientation to use in project management.	
<b>Indicative content:</b> Lectures: <ol style="list-style-type: none"><li>1. Bases of project management in practice.</li><li>2. The role of the project manager in practice.</li><li>3. Project planning in practice, project planning in a specific company.</li><li>4. Control and evaluation of the project in practice.</li><li>5. Introduction to project management according to PMI in practice.</li><li>6. Critical and systematic thinking in project management applied in practice.</li><li>7. Quantitative methods in project management in practice.</li></ol>	



8. Practical tools used in project management in practice.
9. Organization of project management in a particular company.
10. Project team management in practice.
11. Theoretical preparation for the case study 1.
12. Theoretical preparation for the case study 2.
13. Theoretical preparation for the case study 3.

Seminars:

1. Bases of project management in a particular company.
2. The role of the project manager in practice, in the company.
3. Project planning in practice, project planning in a specific company.
4. Control and evaluation of the project - practical examples from practice.
5. Introduction to project management according to PMI in a particular company.
6. Critical and systematic thinking in project management applied in practice.
7. Practical examples and solutions of applied methods in project management.
8. Practical tools used in project management in the company.
9. Organization of project management on the example of a specific company.
10. Project team management in specific companies.
11. Case study 1.
12. Case study 2.
13. Case study 3.

**Support literature:**

1. Project Management Institute. 2013. A Guide to the Project Management Body of Knowledge. (PMBOK® Guide )—Fifth Edition (ENGLISH). Pennsylvania: Project Management Institute, 2013. 589 s. ISBN 9781935589679.
2. HEAGNEY, J. 2016. Fundamentals of project management. Amacom, 2016.
3. KERZNER, H. 2017. Project management case studies. John Wiley & Sons.
4. KERZNER, H. 2018. Project management best practices: Achieving global excellence. John Wiley & Sons, 2018.

**Syllabus:**

Lectures:

1. Bases of project management in practice.
2. The role of the project manager in practice.
3. Project planning in practice, project planning in a specific company.
4. Control and evaluation of the project in practice.
5. Introduction to project management according to PMI in practice.
6. Critical and systematic thinking in project management applied in practice.
7. Quantitative methods in project management in practice.
8. Practical tools used in project management in practice.
9. Organization of project management in a particular company.
10. Project team management in practice.
11. Theoretical preparation for the case study 1.
12. Theoretical preparation for the case study 2.
13. Theoretical preparation for the case study 3.

Seminars:

1. Bases of project management in a particular company.
2. The role of the project manager in practice, in the company.
3. Project planning in practice, project planning in a specific company.
4. Control and evaluation of the project - practical examples from practice.
5. Introduction to project management according to PMI in a particular company.

6. Critical and systematic thinking in project management applied in practice.
7. Practical examples and solutions of applied methods in project management.
8. Practical tools used in project management in the company.
9. Organization of project management on the example of a specific company.
10. Project team management in specific companies.
11. Case study 1.
12. Case study 2.
13. Case study 3.

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

English

**Notes:**

The Honoris program is focused on working with gifted students at the 2nd level of study. Based on cooperation with a selected company, the Honoris program is practically oriented with an emphasis on project management issues. Experts from the selected company participate in the teaching of the Honoris program, part of the Honoris program is focused on solving practical tasks of the selected company with the possibility of professional practice/internship in this company for Honoris program students.

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22544/22	<b>Title of course:</b> Seminar with Experts from Practice 1 Honoris 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> Seminars: 100%, of which: presentation of the project and solving tasks for exercises 100%	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation in lectures - 26 hours</li><li>• participation in seminars - 26 hours</li><li>• preparation of the semester assignment - 26 hours</li></ul> Total: 78 hours	
<b>Teaching results:</b> <p>The course aims to provide students with an overview and explanation of project management tools according to the internationally recognized methodology of PMI, project management tools.</p> <b>Knowledge:</b> The graduate will understand the issues of project management, its importance, development, and implementation in specific conditions, as well as understand the issues of applying project management in business practice. <b>Skill:</b> The graduate has the ability to apply the instrumentation of project management on a specific example, critically evaluate the situation, propose solutions to project management problems at the tactical and strategic level. <b>Competence:</b> The graduate has the ability to work with information - search for it, select, analyze and synthesize with an orientation to use in project management	
<b>Indicative content:</b> Lectures: <ol style="list-style-type: none"><li>1. Solved problems associated with project management in practice.</li><li>2. Financial tools in project management in practice.</li><li>3. Risk management in project management in the practical level.</li><li>4. Human capital in project management in practice.</li><li>5. New methods in project management in practice.</li><li>6. Communication and presentation tools for project managers in business practice.</li><li>7. Organizational structures in project management in practice.</li></ol>	

8. Time management in project management in business practice.
9. Behavioural dimensions applied in practice.
10. Quality in project management in business practice.
11. Theoretical preparation for Case study 1.
12. Theoretical preparation for Case study 2.
13. Theoretical preparation for Case study 3.

**Seminars:**

1. Solved problems associated with project management in a particular company.
2. Financial tools in project management in business practice.
3. Risk management in project management in the practical level.
4. Human capital in project management in a specific company.
5. New methods in project management in practice.
6. Communication and presentation tools for project managers in business practice.
7. Organizational structures in project management in a company.
8. Time management in project management in business practice, in a specific company.
9. Behavioural dimensions applied in practice.
10. Quality in project management in business practice.
11. Case study 1.
12. Case study 2.
13. Case study 3.

**Support literature:**

1. Project Management Institute. 2013. A Guide to the Project Management Body of Knowledge. (PMBOK® Guide )—Fifth Edition (ENGLISH). Pennsylvania: Project Management Institute, 2013. 589 s. ISBN 9781935589679.
2. HEAGNEY, J. 2016. Fundamentals of project management. Amacom, 2016.
3. KERZNER, H. 2017. Project management case studies. John Wiley & Sons.
4. KERZNER, H. 2018. Project management best practices: Achieving global excellence. John Wiley & Sons, 2018.

**Syllabus:**

**Lectures:**

1. Solved problems associated with project management in practice.
2. Financial tools in project management in practice.
3. Risk management in project management in the practical level.
4. Human capital in project management in practice.
5. New methods in project management in practice.
6. Communication and presentation tools for project managers in business practice.
7. Organizational structures in project management in practice.
8. Time management in project management in business practice.
9. Behavioural dimensions applied in practice.
10. Quality in project management in business practice.
11. Theoretical preparation for Case study 1.
12. Theoretical preparation for Case study 2.
13. Theoretical preparation for Case study 3.

**Seminars:**

1. Solved problems associated with project management in a particular company.
2. Financial tools in project management in business practice.
3. Risk management in project management in the practical level.
4. Human capital in project management in a specific company.
5. New methods in project management in practice.

6. Communication and presentation tools for project managers in business practice.
7. Organizational structures in project management in a company.
8. Time management in project management in business practice, in a specific company.
9. Behavioural dimensions applied in practice.
10. Quality in project management in business practice.
11. Case study 1.
12. Case study 2.
13. Case study 3.

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

English

**Notes:**

The Honoris program is focused on working with gifted students at the 2nd level of study. Based on cooperation with a selected company, the Honoris program is practically oriented with an emphasis on project management issues. Experts from the selected company participate in the teaching of the Honoris program, part of the Honoris program is focused on solving practical tasks of the selected company with the possibility of professional practice/internship in this company for Honoris program students.

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22524/22	<b>Title of course:</b> Seminar with Experts from Practice 2 Honoris 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> Seminars: 100%, of which: presentation of the project and solving tasks for exercises 100%	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation in lectures - 26 hours</li><li>• participation in seminars - 26 hours</li><li>• preparation of the semester assignment - 26 hours</li></ul> Total: 78 hours	
<b>Teaching results:</b> <p>The course aims to provide students with an overview and explanation of project management tools according to the internationally recognized methodology of PMI, project management tools.</p> <b>Knowledge:</b> The graduate will understand the issues of project management, its importance, development, and implementation in specific conditions, as well as understand the issues of applying project management in business practice. <b>Skill:</b> The graduate has the ability to apply the instrumentation of project management on a specific example, critically evaluate the situation, propose solutions to project management problems at the tactical and strategic level. <b>Competence:</b> The graduate has the ability to work with information - search for it, select, analyze and synthesize with an orientation to use in project management.	
<b>Indicative content:</b> Lectures: <ol style="list-style-type: none"><li>1. Extension and details of knowledge of project management according to PMI in practice.</li><li>2. Methodology of project management in practice.</li><li>3. Applications of project management methodology in a specific company.</li><li>4. Applied project management in practice.</li><li>5. MS project.</li><li>6. Emotional intelligence in project management in practice.</li><li>7. Tools used in project management in practice.</li></ol>	

8. Specific factors applied in a specific company.
9. Agile project management in practice.
10. Communication systems and networking in practice.
11. Theoretical preparation for Case study 1.
12. Theoretical preparation for Case study 2.
13. Theoretical preparation for Case study 3.

**Seminars:**

1. Extension and details of knowledge of project management according to PMI in practice.
2. Methodology of project management in a specific company.
3. Applications of project management methodology in a specific company.
4. Applied project management in practice.
5. MS project, a practical example.
6. Emotional intelligence in project management in business practice.
7. Tools used in project management in a specific company.
8. Specific factors applied in a specific company.
9. Agile project management, a practical example.
10. Communication systems and networking in practice.
11. Case study 1.
12. Case study 2.
13. Case study 3.

**Support literature:**

1. Project Management Institute. 2013. A Guide to the Project Management Body of Knowledge. (PMBOK® Guide )—Fifth Edition (ENGLISH). Pennsylvania: Project Management Institute, 2013. 589 s. ISBN 9781935589679.
2. HEAGNEY, J. 2016. Fundamentals of project management. Amacom, 2016.
3. KERZNER, H. 2017. Project management case studies. John Wiley & Sons.
4. KERZNER, H. 2018. Project management best practices: Achieving global excellence. John Wiley & Sons, 2018.

**Syllabus:**

**Lectures:**

1. Extension and details of knowledge of project management according to PMI in practice.
2. Methodology of project management in practice.
3. Applications of project management methodology in a specific company.
4. Applied project management in practice.
5. MS project.
6. Emotional intelligence in project management in practice.
7. Tools used in project management in practice.
8. Specific factors applied in a specific company.
9. Agile project management in practice.
10. Communication systems and networking in practice.
11. Theoretical preparation for Case study 1.
12. Theoretical preparation for Case study 2.
13. Theoretical preparation for Case study 3.

**Seminars:**

1. Extension and details of knowledge of project management according to PMI in practice.
2. Methodology of project management in a specific company.
3. Applications of project management methodology in a specific company.
4. Applied project management in practice.
5. MS project, a practical example.

6. Emotional intelligence in project management in business practice.
7. Tools used in project management in a specific company.
8. Specific factors applied in a specific company.
9. Agile project management, a practical example.
10. Communication systems and networking in practice.
11. Case study 1.
12. Case study 2.
13. Case study 3.

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

English

**Notes:**

The Honoris program is focused on working with gifted students at the 2nd level of study. Based on cooperation with a selected company, the Honoris program is practically oriented with an emphasis on project management issues. Experts from the selected company participate in the teaching of the Honoris program, part of the Honoris program is focused on solving practical tasks of the selected company with the possibility of professional practice/internship in this company for Honoris program students.

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPK22564/22	<b>Title of course:</b> Seminar with Experts from Practice 2 Honoris 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Seminars: 100%, of which: presentation of the project and solving tasks for exercises 100%	
<b>Student workload:</b> <ul style="list-style-type: none"><li>• participation in lectures - 26 hours</li><li>• participation in seminars - 26 hours</li><li>• preparation of the semester assignment - 26 hours</li></ul> Total: 78 hours	
<b>Teaching results:</b> <p>The course aims to provide students with an overview and explanation of project management tools according to the internationally recognized methodology of PMI, project management tools.</p> <b>Knowledge:</b> The graduate will understand the issues of project management, its importance, development, and implementation in specific conditions, as well as understand the issues of applying project management in business practice. <b>Skill:</b> The graduate has the ability to apply the instrumentation of project management on a specific example, critically evaluate the situation, propose solutions to project management problems at the tactical and strategic level. <b>Competence:</b> The graduate has the ability to work with information - search for it, select, analyze and synthesize with an orientation to use in project management	
<b>Indicative content:</b> Lectures: <ol style="list-style-type: none"><li>1. Implementation of the strategy in practice.</li><li>2. Project portfolio management in practice.</li><li>3. Management of project programs in practice.</li><li>4. Software solutions in business practice.</li><li>5. Project-oriented company and its impact on business practice.</li><li>6. Implementation of audits in practice.</li></ol>	

7. Management of value, requirements and benefits in business practice. Cost management in business practice.
8. Communication in practice. Ethics in business practice.
9. Theoretical preparation for Case study 1.
10. Theoretical preparation for Case study 2.
11. Theoretical preparation for Case study 3.
12. Theoretical preparation for Case study 4.
13. Theoretical preparation for Case study 5.

**Seminars:**

1. Implementation of the strategy in business practice.
2. Project portfolio management in practice.
3. Management of project programs in specific companies.
4. Software solutions in business practice.
5. Project-oriented company and its impact on business practice.
6. Implementation of audits in business practice.
7. Management of value, requirements and benefits in business practice. Cost management in a specific company.
8. Communication in business practice. Ethics in business practice.
9. Case study 1.
10. Case study 2.
11. Case study 3.
12. Case study 4.
13. Case study 5.

**Support literature:**

1. Project Management Institute. 2013. A Guide to the Project Management Body of Knowledge. (PMBOK® Guide )—Fifth Edition (ENGLISH). Pennsylvania: Project Management Institute, 2013. 589 s. ISBN 9781935589679.
2. HEAGNEY, J. 2016. Fundamentals of project management. Amacom, 2016.
3. KERZNER, H. 2017. Project management case studies. John Wiley & Sons.
4. KERZNER, H. 2018. Project management best practices: Achieving global excellence. John Wiley & Sons, 2018.

**Syllabus:**

**Lectures:**

1. Implementation of the strategy in practice.
2. Project portfolio management in practice.
3. Management of project programs in practice.
4. Software solutions in business practice.
5. Project-oriented company and its impact on business practice.
6. Implementation of audits in practice.
7. Management of value, requirements and benefits in business practice. Cost management in business practice.
8. Communication in practice. Ethics in business practice.
9. Theoretical preparation for Case study 1.
10. Theoretical preparation for Case study 2.
11. Theoretical preparation for Case study 3.
12. Theoretical preparation for Case study 4.
13. Theoretical preparation for Case study 5.

**Seminars:**

1. Implementation of the strategy in business practice.

2. Project portfolio management in practice.
3. Management of project programs in specific companies.
4. Software solutions in business practice.
5. Project-oriented company and its impact on business practice.
6. Implementation of audits in business practice.
7. Management of value, requirements and benefits in business practice. Cost management in a specific company.
8. Communication in business practice. Ethics in business practice.
9. Case study 1.
10. Case study 2.
11. Case study 3.
12. Case study 4.
13. Case study 5.

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

English

**Notes:**

The Honoris program is focused on working with gifted students at the 2nd level of study. Based on cooperation with a selected company, the Honoris program is practically oriented with an emphasis on project management issues. Experts from the selected company participate in the teaching of the Honoris program, part of the Honoris program is focused on solving practical tasks of the selected company with the possibility of professional practice/internship in this company for Honoris program students.

**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:** 19.07.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22920/22		<b>Title of course:</b> State Exam - Business and Marketing			
<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: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	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. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, 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/PPO22363/22	<b>Title of course:</b> Trade Operations
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <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> Full-time study: Evaluation: all activities for the semester 100% Ongoing evaluation: 40% (written test – 20%, individual activity – 20%) Exam: 60% (20% - preparation and presentation of semesterly work, 40% - written and oral exam) Overall: seminars + final exam – min. 51% for the sufficient evaluation and from the written exam min. 51% as well. In order to meet the conditions of the ongoing evaluation, it is necessary to process the project, which is evaluated in such a way that 90% of the evaluation intended for the project represents creativity and 10% represents technical, stylistic, grammatical and other aspects.	
<b>Student workload:</b> Total study load (in hours): presence at lectures – 26 hours, the preparation for the lectures – 4.5 hours, the presence at the active forms – 26 hours, the preparation for the active forms – 26 hours, the work on the seminar project – 52 hours, the preparation for the test – 6.5 hours, the preparation for the oral and written final evaluation - 15 hours, Total study load 156 hours.	
<b>Teaching results:</b> The aim of the course is to acquire a system of foreign trade operations and international payments with an emphasis on the quality of domestic and international business environment. Knowledge of modeling of various business transactions in the process of globalization and comparison of results with business practice of companies. <b>Knowledge:</b> Students acquire basic theoretical knowledge of foreign trade operations and international transactions, as well as the ability to understand the foreign trade of the Slovak Republic and the common trade policy of the European Union. <b>Competence:</b>	

Students are able to use the acquired knowledge in relation to the requirements of business practice and apply it in the processing of purchase contracts in foreign trade, risk assessment in foreign trade and international payments, as well as process import and export business case in foreign trade.

Skill:

From the acquired theoretical knowledge, students are able to systematize their knowledge of international business transactions, evaluate the situation critically, assess the suitability of various types of business operations for specific cases, or propose solutions to simplify and accelerate business transactions.

**Indicative content:**

Lectures:

1. Organizational structure of institutions responsible for foreign trade policy. Foreign trade of the Slovak Republic.
2. The common commercial policy of the European Union.
3. Purchase contract in foreign trade
4. Specific types of business operations in the process of globalization and internationalization.
5. Risks in foreign trade.
6. New forms of financing the foreign trade.
7. Technical barriers in foreign trade.
8. Customs duties in foreign trade.
9. Pricing in international trade.
10. Import and export business case in foreign trade
11. The process of simplifying and accelerating intra-EU trade transactions.
12. Business negotiations and its phases.
13. Ethics in business dealings with a foreign partner.

Seminars:

1. Introductory information. Conditions for obtaining the evaluation for the semester work.
2. Solving case studies on the knowledge base of the business theory and globalization - group work.
3. The organizational structure of institutions involved in foreign trade policy. Foreign trade of the Slovak Republic. The European Union 's common commercial policy - working in groups.
4. Discussion about the specific types of business operations in the process of globalization and internationalization.
5. Solution of the purchase contract in foreign trade - work in groups.
6. Risk management in foreign trade - work in groups.
7. Written control test
8. Case study on current topics - group work and presentation of individual works / projects.
9. Solution of customs issues in foreign trade - work in groups and presentation of individual works / projects.
10. Solution of pricing in international trade - work in groups and presentation of individual works / projects.
11. Solution of import and export business case in foreign trade - work in groups and presentation of individual works / projects.
12. The process of simplification and acceleration of business transactions within the EU - group work and presentation of individual works / projects.
13. Summary of knowledge and determination of continuous assessment of the subject.

**Support literature:**

BRAND, R.A. International Business Transactions Fundamentals. Kluwer Law International;, 2018, 1264 p. ISBN 978-9041190925

FELLMETH, A.X. Introduction to International Business Transactions. Edward Elgar Pub, 2020, 864 p. ISBN 978-1839107412

CHOW, D.C.K., SCHOENBAUM, T.J. International Business Transactions: Problems, Cases, and Materials. Wolters Kluwer, 2020, 864 p. ISBN 978-1543801040  
BRADLOW, D.D., FINKELSTEIN, J.G. Negotiating Business Transactions: An Extended Simulation Course. Wolters Kluwer, 2018, 304 p. ISBN 9781454888451  
FOLSOM, R., VAN ALSTINE, M., RAMSEY, M. International Business Transactions: A Problem-Oriented Coursebook. West Academic Publishing, 2019, 1332 p. ISBN 978-1640202566

### **Syllabus:**

#### Lectures:

1. Organizational structure of institutions responsible for foreign trade policy. Foreign trade of the Slovak Republic.
2. The common commercial policy of the European Union.
3. Purchase contract in foreign trade
4. Specific types of business operations in the process of globalization and internationalization.
5. Risks in foreign trade.
6. New forms of financing the foreign trade.
7. Technical barriers in foreign trade.
8. Customs duties in foreign trade.
9. Pricing in international trade.
10. Import and export business case in foreign trade
11. The process of simplifying and accelerating intra-EU trade transactions.
12. Business negotiations and its phases.
13. Ethics in business dealings with a foreign partner.

#### Seminars:

1. Introductory information. Conditions for obtaining the evaluation for the semester work.
2. Solving case studies on the knowledge base of the business theory and globalization - group work.
3. The organizational structure of institutions involved in foreign trade policy. Foreign trade of the Slovak Republic. The European Union 's common commercial policy - working in groups.
4. Discussion about the specific types of business operations in the process of globalization and internationalization.
5. Solution of the purchase contract in foreign trade - work in groups.
6. Risk management in foreign trade - work in groups.
7. Written control test
8. Case study on current topics - group work and presentation of individual works / projects.
9. Solution of customs issues in foreign trade - work in groups and presentation of individual works / projects.
10. Solution of pricing in international trade - work in groups and presentation of individual works / projects.
11. Solution of import and export business case in foreign trade - work in groups and presentation of individual works / projects.
12. The process of simplification and acceleration of business transactions within the EU - group work and presentation of individual works / projects.
13. Summary of knowledge and determination of continuous assessment of the subject.

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

English

### **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
<b>Lecturer:</b> doc. Ing. Barbora Gontkovičová, PhD., Ing. Katarína Petrovčíková, PhD., doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					
<b>Date of the latest change:</b> 19.07.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					