

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 405

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

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

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21287/21	Title of course: Basics of Commerce
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% active participation, solving practical tasks, continuous verification of knowledge; 60% written exam	
Student workload: Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation for written verification of knowledge: 39 hours Preparation for the exam: 65 hours	
Teaching results: To provide students with a set of knowledge about the category management of its essence and principles, to understand its role in store management and the context of the development of its management with the development of the buyer's shopping behavior; comprehensively analyze categories and apply business activities to the practice of retailers. Knowledge: to understand the issues of category management, its meaning, essence and principles, development, to understand the issues of application of business-marketing principles and the differences in their implementation. Competences: ability to work with information - search for it, select it, independently analyze and synthesize with orientation the ability to independently apply the principles and functions of business within the category of management. Skills: ability to verify and evaluate the use of theoretical approaches to category management in the activities of business entities; ability to apply, critically evaluate the situation in the management of the assortment of the store, to propose solutions to problems of tactical and strategic level	
Indicative content: Commerce and trade development. The importance and position of commerce in the national economy. Commerce from the point of view of theory. Commerce categories. Wholesale and retail. Commerce enterprise, goods movement management, trade operation technology. Commerce organization. Commerce management. Store location. Concentration and cooperation of	

commerce. Specialization and diversification of Commerce. Internationalization and globalization of Commerce. Trade marketing. Development trends in Commerce.

Support literature:

1. KITA, Pavol. a kol. Základy obchodu. 1. vydanie. Bratislava: Vydavateľstvo EKONÓM, 2021. 301 s. ISBN 978-80-225-4919-6
2. CATELAN CALLEGARO Ana Rita, CATELAN CALLEGARO Fernanda, ARAUJO FALCÃO Clécio. The relationship between lifestyle and consumer experience management: a study of case in the retail sector. In Revista Brasileira de Marketing. REMark [online]. 2020, vol. 19, no. 2, s. 406-426. ISSN 1983-9332. Dostupné na: <https://www.proquest.com/scholarly-journals/relationship-between-lifestyle-consumer/docview/2610959777/se-2>.
3. JADERNÁ, Eva – VOLFOVÁ, Hana. Moderní retail marketing. Praha: Grada. 240 s. 2021. ISBN 978-80-271-1384-2
4. KRIŽAN, František a kol. Kde nakupujeme, čo nakupujeme: lokality maloobchodu a spotreby a správanie spotrebiteľov. Bratislava: Univerzita Komenského v Bratislave. 2020. 264 s. ISBN 978-80-223-4861-4
5. PANTANO Eleonora. Retail futures : the good, the bad and the ugly of the digital transformation. UK: University of Bristol: Publisher Emerald Publishing. 2020. 240 s. ISBN: † 978-1838676643

Syllabus:

1. Introduction to trade issues. Development of commerce knowledge.
2. Commerce development.
3. Importance and position of trade in the national economy.
4. Commerce from the point of view of theory. The essence and importance of theories in trade.
5. Selected theories of trade.
6. Commerce categories. Wholesale and retail. Forms of sales and their development.
7. Commerce enterprise, management of movement of goods and stocks, technology of commerce operation.
8. Organization of a trade enterprise. Commerce management.
9. Store location. Retail network, principles of solution and arrangement of retail network.
10. Concentration and cooperation of commerce. Specialization and diversification of commerce.
11. Internationalization and globalization of commerce.
12. Trade marketing. Shopper marketing.
13. Development trends in commerce.

Language whose command is required to complete the course:

- Slovak

Notes:

Assessment of courses

Total number of evaluated students: 403

A	B	C	D	E	FX
9.68	16.63	24.57	29.53	17.37	2.23

Lecturer: doc. Ing. Monika Matušovičová, PhD., doc. Ing. Zuzana Francová, PhD., doc. Ing. Jozef Orgonáš, PhD., MBA

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for

the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Support literature:

Základná:

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

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

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

Syllabus:

Indicative content:

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

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 823

A	B	C	D	E	FX
4.74	11.66	21.39	25.15	26.73	10.33
Lecturer: Ing. Lea Jančíčková, Ing. Branislav Parajka, PhD., doc. Ing. Mgr. Zuzana Juhászová, PhD., Ing. Martina Ballová, PhD., Ing. Martina Podmanická, PhD., Ing. Anton Marci, PhD.					
Date of the latest change: 17.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

DESCRIPTION OF COURSE

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

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

Indicative content:

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

Support literature:

Základná literatúra:

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

Doplňujúca literatúra:

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

Syllabus:

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

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

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

4th week: International marketing; company marketing strategy.

5th week: Global brands and products.

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

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

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

9th week: Networking.

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

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

12th week: Case study.
13th week: Revision and a final test.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 942

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

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

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Indicative content:

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

Support literature:

Základná literatúra:

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

Doplňujúca literatúra:

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

Syllabus:

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

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

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

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

5th week: Insurance and international business.

6th week: Language of communication at meetings.

7th week: Management; management styles.

8th week: Characteristics of a successful manager.

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

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

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

12th week: Case study.

13th week: Revision and a final test.

Language whose command is required to complete the course:

English					
Notes:					
Assessment of courses					
Total number of evaluated students: 567					
A	B	C	D	E	FX
7.58	11.64	19.75	22.75	8.99	29.28
Lecturer: PhDr. Zuzana Ondrejová, CSc., PaedDr. Žaneta Pavlíková, PhD., Mgr. Ján Strelinger, PhD., PaedDr. Darina Halašová, PhD., Mgr. Ivana Kapráliková, PhD., Ing. Mgr. Sonia Krajčik Danišová, PhD., Mgr. Linda Krajčovičová, PhD., PhDr. Jarmila Rusiňáková, PhD., Mgr. Natalia Shumeiko, PhD., doc. Svitlana Goloshchuk, PhD., Mgr. Richard Kravec					
Date of the latest change: 11.12.2021					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

DESCRIPTION OF COURSE

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

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

Indicative content:

Support literature:

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

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 753

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

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

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 90

A	B	C	D	E	FX
8.89	24.44	24.44	18.89	20.0	3.33

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

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 83

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

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

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 47

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

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

Date of the latest change: 11.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Dahan, L. – Morel, P.: Maîtrisez le Français Commercial en 40 dossiers, Langues pour tous – Pocket, Paris 2004
Current study materials from magazines, newspapers, and the Internet.

Syllabus:

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

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: Mag. (FH) Florence Gajdošová

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

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

Syllabus:

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

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: Mag. (FH) Florence Gajdošová

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Support literature:

Obligatory:

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

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

Supplementary:

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

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

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

Syllabus:

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

Language whose command is required to complete the course:

French

Notes:**Assessment of courses**

Total number of evaluated students: 1

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

Lecturer: Mag. (FH) Florence Gajdošová

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 36

A	B	C	D	E	FX
44.44	27.78	5.56	11.11	8.33	2.78

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 34

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

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 32

A	B	C	D	E	FX
31.25	31.25	12.5	12.5	9.38	3.13

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 20

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

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

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
23.53	29.41	29.41	11.76	5.88	0.0

Lecturer: Christina Hintersteiner, M.A.

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 20

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

Lecturer: Mgr. Zuzana Kočíšová

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 505

A	B	C	D	E	FX
11.68	20.4	20.59	22.77	16.24	8.32

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

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 444

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

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

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

German

Notes:

Assessment of courses

Total number of evaluated students: 287

A	B	C	D	E	FX
26.83	21.95	21.25	17.42	6.97	5.57

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

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Complementary articles from the current Italian press and the Internet.

Syllabus:

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

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 3

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

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Complementary articles from the current Italian press and the Internet.

Syllabus:

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

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 2

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

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Complementary articles from the current Italian press and the Internet.

Syllabus:

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

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 2

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

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 2

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

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 6

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

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 05.05.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Complementary articles from the current Italian press and the Internet.

Syllabus:

Week 1 Company management (definition, management functions)

Week 2 Leadership styles

Week 3 Company structure

Week 4 General principles of business negotiations

Week 5 Preparation and course of business negotiations

Week 6 Prestige of products “Made in Italy”

Week 7 “Made in Italy” brands protection

Week 8 International trade system, Italian economic background

Week 9 Italian political and cultural environment

Week 10 Italian capital in Slovakia

Week 11 Business negotiations etiquette

Week 12 Strategic Italian Businesses in Slovakia

Week 13 Case study

Language whose command is required to complete the course:

Italian

Notes:

Assessment of courses

Total number of evaluated students: 6

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

Lecturer: Mgr. Elena Smoleňová, PhD.

Date of the latest change: 05.05.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21294/21	Title of course: Business Models and Strategies
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 130 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Elaboration of a semester project: 13 hours Preparation for written verification of knowledge: 26 hours Preparation for the exam: 39 hours	
Teaching results: By completing the course, students gain knowledge about individual elements of business and their mutual relations in the form of business ideas and business models. They will get acquainted with individual types of business ideas, models and their development with regard to innovation and business risk. They will gain knowledge about the interrelationships between business models and business strategies in different systems, types of business and industries with respect to competition. They will get acquainted with the possibilities of supporting business ideas and models based on the use of business consulting. Upon successful completion of the course, students will acquire competencies that will help them to start a business in small and medium-sized enterprises, family businesses and modern forms of entrepreneurship in industries. They can develop their business ideas, design business models and validate them. They will acquire competencies that allow them to flexibly respond to risk situations in business, to develop business models and to design competitive business strategies.	
Indicative content: Business models, concept, nature and meaning. Business models and entrepreneurship. Business models and business idea. Typology of business models. Business models and business risk. Business model innovation. Business models and strategies. Business strategies and competition. Business consulting, models and strategies	
Support literature:	

1. HANULÁKOVÁ, Eva – ORESKÝ, Milan – KUKURA, Marek. Biznis modely – marketing, stratégia, poradenstvo. Bratislava: Vydavateľstvo Ekonóm, 2022. 250 s. ISBN 978-80-7552-275-7.
2. ADÁMEK, Pavel – MEIXNEROVÁ, Lucie. Business modelování. Jak na business modely v digitálním prostředí. Praha: GRADA Publishing, a.s. 2022. 272 s. ISBN 978-80-271-3356-7
3. HAGUE, Paul. The Business Models Handbook: The Tools, Techniques and Frameworks Every Business Professional Needs to Succeed. KOGAN PAGR. 2023. 336 s. ISBN 1398611778
4. HUČKA, Miroslav a kolektiv. Základy podnikání a podnikatelský proces. Praha: GRADA Publishing, a.s. 2021. 200 s. ISBN 978-80-271-3041-2
5. ZOTT, Charles. Business Model Innovation Strategy: Transformational Concepts. New York: Wiley & Sons, 2020. 158 s. ISBN 978-80-7552-275-7.

Syllabus:

1. Business model - concept, essence. History of business models. Business model, entrepreneurship and business ecosystem. Importance of business models. The future and trends of business models.
2. Business model and business idea. Life cycle of a business idea. Concept of new business and business model. Entrepreneurial thinking.
3. Business model and value creation for stakeholders. Business model and business risk. Deciding on a business model.
4. Typology of business models and their systematization. Properties of business models.
5. Innovation of business models. Industry life cycle and development of business models. Traditional and innovative business models.
6. Business models as a platform for strategy formulation. Strategic and operational framework of business models. Typology of strategies in relation to business models. Business model, strategy, competition and competitive advantage.
7. Business consulting, concept, nature and importance for business models and strategies. Business consulting models in relation to business models and strategies. The relationship between a consultant and an entrepreneur in the context of entrepreneurship, new business, risky business and business model and strategy.
8. Business models and trade.
9. Business models and marketing.
10. Business models in services.
11. Business models in the conditions of circular economy. Sustainable business models.
12. Business models of startups.
13. Business models of selected industries.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 167

A	B	C	D	E	FX
22.75	20.96	19.76	17.37	16.17	2.99

Lecturer: prof. Ing. Eva Hanuláková, PhD., doc. Ing. Milan Oreský, PhD., Ing. Marián Čvirík, PhD., Ing. Róbert Hula, PhD., Ing. Marek Kukura, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21306/21	Title of course: Business Protocol
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% - continuous assessment 80% - oral exam	
Student workload: Total study load: 104 hours Participation in seminars: 26 hours Preparation for seminars: 26 hours Exam preparation: 52 hours	
Teaching results: By completing the subject, students gain knowledge about the meaning of social etiquette, its rules, and social tact. They will familiarize themselves with the rules of dressing, the dress code for women and men. They will acquire knowledge of etiquette for every day, introduction and behavior, telephone etiquette, dining etiquette, the role of the guest and the host. They will gain an overview of the meaning of social events, differences in cultures and customs. They will also acquire knowledge about personal presentation at an admissions interview, a work meeting. Graduates of the course will be able to adapt their behavior to the need for social etiquette. They will be able to identify the conditions of the situation, evaluate the appropriateness of the presentation methods. They will understand the meaning of dress code for women and men. They can attend work meetings and social events of various types in a formal manner. By successfully completing the subject, students will acquire competencies that will enable them to appropriately adapt their behavior to the conditions required by the given situation when performing work in positions of all management levels. Students will acquire competences in all forms of social etiquette, learn to solve social situations correctly, apply the rules of behavior at home, at work and in public. They will acquire the skills to behave and be confident in work and non-work situations. They will acquire an attitude and internal identification with the important principles of business protocol, which are a matter of course for the professionalism of a successful manager, a graduate of the EU BA Business Faculty. Through solving case studies, model situations, role playing, etc. they can apply the acquired theoretical knowledge in practice.	
Indicative content:	

Etiquette rules. Position in society. Social tact. Habits of politeness. Human behavior. Etiquette for every day. Telephone etiquette. Dressing a person. Dress code for men and women. Working meetings. Dining behavior. Job interview. Personal presentation. Social and work meetings. Social events. Difference of cultures.

Support literature:

CHLÁDECKÁ, J. – DRÁBIK, P. Biznis protokol. Bratislava: Vydavateľstvo Ekonóm, in the print

Syllabus:

1. Introduction to the study of the subject, Zoon politikon. Literature and conditions for the subject's graduation.
2. Etiquette in the past and today. Differentiation of position in society. Categories of significance. Social tact, consideration, respect for people and aesthetics. Habits of politeness.
3. Rules of etiquette. Introducing, greeting, using business cards, addressing, gifts. Behavior as an image of a person.
4. Etiquette for every day. Walking, entering, cinema, theater, hotel, restaurant, dressing room, umbrella, we travel together. Mindfulness.
5. Telephone etiquette, use of mobile phones. Litera scripta manet – written lasts.
6. Clothes make a person. Attractiveness of a woman and elegance of a man, hygiene requirements. Clothing of higher and lower social levels. We adapt our behavior to our clothes.
7. Man's dress code, suit, shirt, tie, shoes, underwear, accessories, formal wear. Business dress code.
8. Dresscode women, dress, skirt, suit, jacket, trousers, blouses, shoes, underwear, accessories, formal wear. Business dress code.
9. Business meeting, company, restaurant, meeting schedule, table setting, service, table manners, napkin, eating food, drinking drinks. How to be a good companion.
10. Job interview, office etiquette, colleagues, friends, superiors and subordinates. Personal presentation and presentation preparation.
11. Usual social and work meetings, breakfast, brunch, business lunch, business meeting, signing of contracts. Role of host and guest.
12. Social events of a festive nature, invitations and clothing. Reception, banquet, banquet, opening, buffet lunch, garden party, party, ball. Toasts and speeches, social faux faux - transgressions.
13. Different cultures, different regions, different morals. End of teaching, evaluation of the subject and evaluation of students

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 39

A	B	C	D	E	FX
71.79	28.21	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Milan Oreský, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo,

PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 9

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

Lecturer: doc. Marina Vazanova, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Syllabus:

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

Language whose command is required to complete the course:

Russian

Notes:**Assessment of courses**

Total number of evaluated students: 4

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

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

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 5

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

Lecturer: doc. Marina Vazanova, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 102

A	B	C	D	E	FX
20.59	28.43	29.41	15.69	3.92	1.96

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 91

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

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Russian

Notes:

Assessment of courses

Total number of evaluated students: 67

A	B	C	D	E	FX
29.85	26.87	13.43	19.4	10.45	0.0

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 109

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

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 64

A	B	C	D	E	FX
32.81	23.44	23.44	17.19	3.13	0.0

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

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

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

Syllabus:

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 69

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

Lecturer: Mgr. Martina Uličná, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 4

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

Lecturer: Mgr. María Carmen Sánchez Vizcaíno, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 3

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

Lecturer: Mgr. Ángel Lozano Hernández

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 4

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

Lecturer: Mgr. Ángel Lozano Hernández

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:

Spanish

Notes:

Assessment of courses

Total number of evaluated students: 111

A	B	C	D	E	FX
26.13	20.72	18.02	15.32	11.71	8.11

Lecturer: Mgr. Diana Patricia Varela Cano, PhD., Ing. Allan Jose Sequeira Lopez, PhD., Mgr. Želmíra Pavlíková, PhD., PaedDr. Ján Keresty, PhD.

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Language whose command is required to complete the course:
Spanish

Notes:

Assessment of courses

Total number of evaluated students: 115

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

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Syllabus:

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

Language whose command is required to complete the course:

Spanish

Notes:**Assessment of courses**

Total number of evaluated students: 103

A	B	C	D	E	FX
18.45	29.13	33.98	4.85	11.65	1.94

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

Date of the latest change: 01.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21422/22	Title of course: Business in the Practice 1 - CREATEC
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% final evaluation by selected companies 80% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Attendance at seminars: 12 hours Preparation for seminars: 40 hours Elaboration of a semester project: 52 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content: Getting familiar with a selected entity of economic operations, business and production company, service company, embassy of the Slovak Republic abroad, tourism company at the national	

and international level. Marketing environment. Analysis of market opportunities also in the international context in the segment of trade, marketing, international trade, international business, tourism and services.

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4.
2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
3. TAHAL, Radek. Marketingový výzkum: postupy, metódy, trendy. 2. vydání. Praha: Grada Publishing, 2022. 293 s. ISBN 978-80-271-3535-6.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
5. HANULÁKOVÁ, Eva – ORESKÝ, Milan – KUKURA, Marek. Biznis modely – marketing, stratégie, poradenstvo. Bratislava: Vydavateľstvo Ekonóm, 2022. 250 s. ISBN 978-80-7552-275-7.
6. KOTLER, P. # KELLER, K. L. Marketing management. Praha : Grada Publishing, 814 p. ISBN 978-80-247-4150-5. CHÝBA ROK - MAL BY BYŤ 14. VYDANIE Z 2013.
7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
8. ZORKÓCIOVÁ, Otília a kolektív. Medzinárodný marketing v kontexte najnovších tendencií vývoja. Bratislava: Vydavateľstvo EKONÓM, 2023. 363 s. ISBN 978-80-225-5119-9.
9. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
10. KAŠŤÁKOVÁ, Elena a kol. Dovožné a vývozné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
11. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
12. Gúčik, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
13. KUBIČKOVÁ, Viera a kol. Manažment služieb. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2021. 100 s. ISBN 978-80-225-4878-6.
14. BENEŠOVÁ, Dana at al. Analýza trendov v cestovnom ruchu a súvisiacich službách. České Budějovice: Vysoká škola evropských a regionálných študií, 2021. 140 s. ISBN 978-80-7556-090-2.
15. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7.
16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

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

the semester work

12. Consultation of the conclusions of the semester work with the employees of the entity.

13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
29.41	52.94	17.65	0.0	0.0	0.0

Lecturer: doc. Dr. Ing. Malgorzata Agnieszka Jarossová

Date of the latest change: 10.10.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4.
2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
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4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
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7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
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9. KITTOVÁ, Zuzana. Praktikum z európskeho a medzinárodného obchodného práva. Bratislava: Vydavateľstvo EKONÓM, 2022. 193 s. ISBN 978-80-225-5018-5.
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12. Gúčik, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
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15. MICHÁLKOVÁ, A. - GÁLL, J. - ÖZOĞLU, M.: Ekonomika cestovného ruchu v regióne - vybrané problémy. Praha : Wolters Kluwer ČR, 2022. 166 s. ISBN 978-80-7676-418-7.
16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

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

4. – 10. Participation in professional training through professional clubs.
11. Consultation on the course of the internship with the teacher / on the continuous processing of the semester work
12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 15

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

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

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21424/22	Title of course: Business in the Practice 1 - MERCEDES
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% final evaluation by selected companies 80% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Attendance at seminars: 12 hours Preparation for seminars: 40 hours Elaboration of a semester project: 52 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content: Getting familiar with a selected entity of economic operations, business and production company, service company, embassy of the Slovak Republic abroad, tourism company at the national and international level. Marketing environment. Analysis of market opportunities also in the	

international context in the segment of trade, marketing, international trade, international business, tourism and services.

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4.
2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
3. TAHAL, Radek. Marketingový výzkum: postupy, metódy, trendy. 2. vydání. Praha: Grada Publishing, 2022. 293 s. ISBN 978-80-271-3535-6.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
5. HANULÁKOVÁ, Eva – ORESKÝ, Milan – KUKURA, Marek. Biznis modely – marketing, stratégie, poradenstvo. Bratislava: Vydavateľstvo Ekonóm, 2022. 250 s. ISBN 978-80-7552-275-7.
6. KOTLER, P. # KELLER, K. L. Marketing management. Praha : Grada Publishing, 814 p. ISBN 978-80-247-4150-5. CHÝBA ROK - MAL BY BYŤ 14. VYDANIE Z 2013.
7. ZÁBOJNÍK, Stanislav – ČIDEROVÁ, Denisa. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020. 181 s. ISBN 978-80-554-1722-6.
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12. Gúčík, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 456 s. ISBN 9788057102731.
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16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 21

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

Lecturer: doc. Ing. Peter Drábik, PhD., MSc., doc. Ing. Róbert Reháč, PhD.

Date of the latest change: 10.10.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4.
2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
3. TAHAL, Radek. Marketingový výzkum: postupy, metódy, trendy. 2. vydání. Praha: Grada Publishing, 2022. 293 s. ISBN 978-80-271-3535-6.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
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16. NAĐOVÁ KROŠLÁKOVÁ, Monika a kol. Obchodné podnikanie. Bratislava: Vydavateľstvo Ekonóm. 2024.

Syllabus:

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

4. – 10. Participation in professional training through professional clubs.
11. Consultation on the course of the internship with the teacher / on the continuous processing of the semester work
12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 36

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

Lecturer: doc. Ing. Paulína Krnáčová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21354/21	Title of course: Business in the Practice 1 - NESTLÉ
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% final evaluation by a selected company 60% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Participation in the internship: 26 hours Preparation for the internship: 26 hours Processing of ongoing tasks assigned by the selected companies: 26 hours Preparation for the final presentation: 26 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content:	

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

Support literature:

1. Hanuláková, E. a kol. Marketing – ľudia, nástroje, trendy. Bratislava: Wolters Kluwer, 364s. ISBN: 978-80-571-0438-4.
2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
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Syllabus:

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12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 37

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

Lecturer: doc. Dr. Ing. Malgorzata Agnieszka Jarossová

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21356/21	Title of course: Business in the Practice 1 - RETAIL ACADEMY
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% final evaluation by a selected company 60% final presentation of the results of the semester work	
Student workload: Total study load: 104 hours Participation in the internship: 26 hours Preparation for the internship: 26 hours Processing of ongoing tasks assigned by the selected companies: 26 hours Preparation for the final presentation: 26 hours	
Teaching results: Knowledge: Students will gain the ability to understand and analyze the basic processes taking place in the entities of economic operations in the field of trade, marketing, international trade and business, tourism and services. They will gain knowledge about the analysis of the environment in which the entities operate. They will gain knowledge about ways and approaches to solving various situations associated with the normal operation of for-profit and non-profit sector organizations. Practical skills: Students will be able to apply enterprise policy tools in the specific conditions of the selected entity of economic operations. They acquire the ability to decide and propose solutions to projects and problems at the operational and tactical level. They will be able to critically evaluate alternative solutions to problems in trade, marketing, international trade, tourism and services. Competencies: Students will gain the ability to search and analyze the data needed for a selected subject of economic practice, the ability to design alternative development scenarios, the ability to use analysis and synthesis. They can divide the tasks of teamwork at the operational and tactical level of the selected subject of economic operations. Individual knowledge, practical skills and competencies may differ according to the profile of the graduate and the educational goals of the study program in which the subject is taught.	
Indicative content:	

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2. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
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Syllabus:

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12. Consultation of the conclusions of the semester work with the employees of the entity.
13. Final presentation of the results of the semester work.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 72

A	B	C	D	E	FX
69.44	19.44	8.33	0.0	0.0	2.78

Lecturer: Ing. Anna Veszprémi Sirotková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 703

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

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

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21295/21	Title of course: Consumer Behavior
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% continuous semester written verification of knowledge 30% elaboration of semester assignments 60% written exam	
Student workload: Workload: 130 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 12 hours Elaboration of a semester assignments: 20 hours Preparation for written verification of knowledge: 16 hours Preparation for the exam: 30 hours	
Teaching results: By completing the course Consumer Behavior, students acquire knowledge about the process of the consumer decision-making process as well as about internal, external, and situational factors that influence consumer behavior. In particular, students will become acquainted with theories of the influence of personality, perception, learning, memory, motivation, needs, and attitudes on consumer purchasing decisions and will also learn about the effects of culture, age, reference groups, and family on consumer behavior. The knowledge that students acquire is based on selected areas of psychology, sociology, and anthropology and is applied from the perspective of a marketing manager. Graduates of the course will learn to analyze and evaluate the process of the consumer purchasing process, interpret it and formulate recommendations for managerial decisions. Students will be able to formulate thoughts, prepare written documents evaluating the impact of internal, external, and situational factors on consumer behavior. They will be able to do so as teams as well as individually. Graduates will also gain skills in conducting studies aimed at researching consumer behavior. Upon successful completion of this course, students will acquire competencies that will allow them to think analytically about consumer psychology and predict how targeted changes in internal, external, and situational factors may affect consumer demand for products and services. At the same time, students will gain the ability to work with information about consumer behavior to enable and support more sustainable consumption and sustainable marketing.	

Indicative content:

Background and history of consumer behavior as an academic discipline. Consumer decision-making process model. Situational factors - the impact of the purchasing situation. Culture as an external factor of consumer behavior. Generational marketing. Specifics of the elderly market. Social class, social role, and social status and their influence on consumer behavior. Impact of reference groups on consumers. Personality theories and their use in the study of consumer behavior. Perception. Attention. Understanding. Acceptance. Motivation. Hierarchy of goals. Behavioral learning. Cognitive learning. Hybrid and passive learning. Functions, structural model, and sources of attitude formation. Multi-attribute attitude models. The family and its influence on purchasing decisions. Purchasing decision-making process. Consumer typology. Trends in consumer behavior. Sustainable consumption in the context of lifestyle, purchase habits, and usage and disposal trends. Innovative methods in consumer research. Observation of consumer behavior.

Support literature:

1. ŽÁK, Štefan a kol. Spotrebiteľské správanie. Bratislava: Sprint 2, 2022. 391 s. ISBN 978-80-8971-057-5.
2. EAST, Robert et al. Consumer Behaviour: Applications in Marketing. 4. vyd. London: SAGE Publications Ltd, 2021. 376 s. ISBN 978-15-2973-083-8.
3. HOFFMANN, Stefan – AKBAR, Payam. Consumer Behavior: Understanding Consumers - Designing Marketing Activities. Wiesbaden: Springer Nature, 2023. 187 s. ISBN 978-36-5839-475-2.
4. SETHNA, Zubin. Consumer Behaviour. 5. vyd. London: SAGE Publications Ltd, 2023. 616 s. ISBN 978-15-2975-405-6.
5. SMITH, Andrew. Consumer Behaviour and Analytics: Mastering Business Analytics. 2. vyd. Boca Raton: Routledge, 2023. 230 s. ISBN 978-10-3238-837-3.

Syllabus:

1. The theoretical framework of consumer behavior. Background and history of consumer behavior as an academic discipline. Definition of basic concepts. Consumer decision-making process model - factors, process, and an information block.
2. Situational factors - the influence of the purchasing situation. physical surroundings, social surroundings, temporal perspective, task definition, and antecedent state.
3. External factors of consumer behavior - Culture. Elements of culture. Values. Customs. Rituals. Other elements of culture influencing consumer behavior. Demography and its impact on consumers. Subcultures. Age groups. Consumer behavior of children and teenagers. Generational marketing - understanding the differences in consumer behavior of generations X, Y, Z, and alpha. Specifics of the elderly market.
4. External factors of consumer behavior - Social class, social role, and social status and their impact on consumer behavior. Impact of reference groups on consumers.
5. Internal factors - Personality. Personality theories and their use in the study of consumer behavior. Perception. Perception system requirements. Weber's law of perception. The process of perception. Attention. Understanding. Acceptance.
6. Internal factors - Motivation, Needs, Goals. Hierarchy of goals. Learning and its use in marketing. Behavioral learning (classical and instrumental conditioning). Cognitive learning. Hybrid and passive learning.
7. Internal factors - Attitudes. Attitude functions. Sources of attitude formation. Structural model of attitudes. Measuring attitudes. Multi-attribute attitude models. Strategies for changing attitudes.
8. Family and its influence on purchasing decisions. Consumer socialization. Family life cycle. The influence of partners and children on family purchasing decisions. Models of the family

decision-making process. Typical conflicts related to purchasing decisions and conflict resolution strategies.

9. Purchasing decision process. Knowledge of the problem and sources of consumer information. Evaluation and selection of purchasing alternatives. Consumer decision-making process - decision-making rules. Types of consumers in terms of the decision-making process.

10. Shopping and post-purchase behavior of consumers. The process of consumer buying behavior. Shopping orientation and motivation. Purchasing logistics. Types of purchases. The process of consumer behavior. Post-purchase cognitive dissonance. Consumption and types of consumption. Purchasing evaluation - satisfaction / dissatisfaction. Measuring satisfaction. Types of consumer purchasing behavior.

11. Consumer typology. Significance and approaches to creating typologies. Examples of transnational and national typologies.

12. Trends in consumer behavior. Trends in products, purchases, values, and lifestyle.

Sustainable consumption in the context of lifestyle, purchasing habits, usage, and disposal trends.

13. Consumer research in the new millennium. Innovative methods in consumer research. Observation of consumer behavior.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 166

A	B	C	D	E	FX
53.61	27.71	9.04	6.02	2.41	1.2

Lecturer: prof. Ing. Štefan Žák, PhD., MBA, LL.M., Ing. Dagmar Klepochová, PhD., Ing. Mgr. Janka Kopaničová, PhD., Ing. Dana Vokounová, PhD.

Date of the latest change: 02.05.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KOP OF/OOE21070/21	Title of course: Consumer Law
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% active form of teaching during the term, 60% written exam	
Student workload: Total student workload: 104 Student workload for individual educational activities: 104 Attendance at seminars: 13 Preparation for the seminar: 26 Preparation for the continuous test: 26 Preparation for the exam: 39	
Teaching results: Knowledge and understanding: students will gain knowledge and understand the legal regulation of consumer protection, learn the relevant legal terminology and learn to use it correctly. Practical skills: students can orientate themselves in the sources of consumer law, they are aware of the context, they can use the acquired knowledge in practical situations, and know what to pay attention to when concluding consumer contracts. Competences: students can prevent the consequences associated with unacceptable conditions in consumer contracts. They can read legal norms with knowledge of basic legal concepts and institutes of consumer law.	
Indicative content:	
Support literature: VETERNÍKOVÁ, M.: Vybrané kapitoly zo spotrebiteľského práva. Bratislava: Vydavateľstvo EKONÓM, 2015, 178 s. ISBN 978-80-225-4143-5. JURČOVÁ, M., MASLÁK, M., BORKOVIČOVÁ, V.: Spotrebiteľské právo. 1. vydanie. Praha: Wolters Kluwer ČR, a.s., 2021, 338 s.	
Syllabus: 1. Introduction to consumer law - concept, subject, function and sources of consumer law. Basic concepts of consumer law. Consumer protection in European Union law. 2. Consumer protection under the Act on Consumer Protection - the rights of consumers, the obligations of producers, traders, importers and suppliers. The unfair commercial practice. The	

competency of public administration authorities concerning consumer protection. Consumer associations and other legal entities established for consumer protection.

3. Consumer contracts. Unacceptable conditions in consumer contracts. Exercising rights under the legislation on consumer contracts. Consumer purchase contract and its specifics. Liability for defects in the purchased goods.
4. Consumer protection when selling goods or providing services based on distance and off-premises contracts. Basic concepts, conditions of concluding a contract, sales events, administrative offenses and penalties.
5. Consumer protection in e-commerce. Contracts concluded through electronic devices.
6. Sale of products and provision of services at market places. Persons authorized to sell products and provide services at market places. Obligations of sellers in market places. Supervisory authorities and administrative sanctions.
7. Consumer protection and advertising. The Advertising Act. Comparative advertising. Advertising conditions for some products. Supervisory authorities and sanctions.
8. Consumer protection according to the Commercial Code. Unfair competition. Legal remedies against unfair competition.
9. Consumer protection in the financial market. The Act on Consumer Credits and Other Credits and Loans for Consumers and on Amendments to Certain Acts.
10. Legal liability in consumer protection. Liability for defects. Liability for damage. Liability for damage caused by a defective product. Liability for unjust enrichment. Administrative liability. Criminal liability.
11. Judicial protection of consumers. Consumer disputes. Proceedings in consumer matters under the Code of Civil Contentious Procedure.
12. Out-of-court consumer protection. Consumer arbitration. Mediation. Alternative dispute resolution on consumer disputes.
13. Consumer protection in debt relief proceedings. Debt relief for consumers. Debt relief to the consumer in the form of a repayment calendar.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 31

A	B	C	D	E	FX
38.71	22.58	25.81	12.9	0.0	0.0

Lecturer: JUDr. Lenka Vačoková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: KMr OF/OOA21312/21		Title of course: Consumer Psychology			
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present					
Number of credits: 4					
Recommended semester/trimester of study: 4.					
Degree of study: I.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature: 1. Haugtvedt, C., P., Herr, P., M., Kardes, F., R..(2018) Handbook of Consumer Psychology. Routledge. 2. Jansson-Boyd , C (2019) Consumer psychology. Open University Press.					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 116					
A	B	C	D	E	FX
47.41	22.41	16.38	7.76	4.31	1.72
Lecturer: Ing. Mgr. Janka Kopaničová, PhD.					
Date of the latest change: 01.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21299/21	Title of course: Corporate Social Responsibility
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload:	
Teaching results: Knowledge and understanding: to understand the problem of corporate social responsibility, importance, development and implementation in the specific conditions, to understand the application of corporate social responsibility approaches in the field of development of the product, customer behavior, marketing strategies, marketing planning and marketing mix. Practical skills: the ability to apply the instrumentarium of corporate social responsibility in concrete cases, critically evaluate the situation, formulate criteria for the analysis of the current situation and formulate the aims of corporate social responsibility strategy. Competence: the ability to operate with information, find them, select, analyze and synthesize with a focus on the concept of corporate social responsibility, the ability to predict scenarios of further development.	
Indicative content: Introduction to the Sustainable development and Corporate social responsibility. Sustainable development goals. CSR definitions. The role of stakeholders in CSR. Corporate social responsibility and customers. Corporate social responsibility and supply chain. Integrating Corporate social responsibility in companies. Corporate social responsibility strategy. Design, technology and planning for sustainability. Innovation of sustainable products and services. Corporate social responsibility in financial markets and investments. Corporate social responsibility performance. Future trends of corporate social responsibility.	
Support literature: 1. Chomová, K. (2022). Udržateľný marketing – nová éra marketingu. Vydavateľstvo EDUCATION.SUSTAINABILITY.BRATISLAVA. Bratislava 2. Chomová, K. (2023). Spoločenská zodpovednosť firiem. Vydavateľstvo EKONÓM. Bratislava 4. Kislíngerova, E. (2021). Cirkulárny ekonomie a ekonomika. Grada. Praha	

5. Kotler, P. (2020). Entrepreneurial marketing: Beyond professionalism to creativity, Leadership and Sustainability. John Wiley & Sons Inc. USA
6. Skees, S. (2023). Purposeful Brands: How purpose and sustainability drive brand value and positive change. KoganPage. London

Syllabus:

1. Introduction to the Sustainable development and Corporate social responsibility (CSR), Historical context. Evolution of CSR. The role of business in society. Circular economy
2. Challenges for sustainable development, Sustainable development goals, Trade, labour and corporate citizenship in a globalising world. CSR in developing countries. A critical perspective on CSR.
3. What is Corporate social responsibility? CSR definitions. Tripple botton line. A moral, rational and economic argument. Why is CSR important?
4. The role of stakeholders in CSR. Stakeholders theory and stakeholders management. Different stakeholder's different perspective. Partnership with NGOs. Cross-sector sustainability partnership. Responsible leadership. Corporate Governance.
5. Corporate social responsibility and customers. Sustainability and consumption. LOHAS customers.
6. Corporate social responsibility and supply chain. CSR in global chains. A focus on responsible purchasing.
7. Integrating Corporate social responsibility in companies. CSR vision, mission, CSR tactics and CSR tools. CSR as a competitive advanges.
8. Creating corporate social responsiibiity strategy. CSR and SMEs. CSR and corporations. Responsibly-innovative startups.
9. Design, technology and planning for sustainability, The role of innovative design, planning and technology in facilitating sustainable business. Driving innovation through impactful solutions.
10. Innovation of sustainable products and services. Promoting innovation through effective solutions. Responsibly innovative startups.
11. Corporate social responsibility in financial markets and investments. Role of finance-related metrics, e.g. Dow Jones sustainability index, FTSE4Good, Ethical investment, ISO 26000, GRI etc.
12. Measuring corporate social responsibility performance. Reporting and accounting. Support agencies and CSR service providers. Communication and marketing of CSR.
13. Future trends. Emergence of CSR legislation. Carrer development for CSR professionals. Towards a more sustainable economy.

Language whose command is required to complete the course:

Slovak

Notes:

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Assessment of courses

Total number of evaluated students: 162

A	B	C	D	E	FX
41.36	40.12	16.05	1.85	0.62	0.0

Lecturer: Ing. Katarína Chomová, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development

and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21311/21	Title of course: Digital Assistance in Business
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% continuous semester assessment 60% written exam	
Student workload:	
Teaching results: The graduate of the course will have knowledge of the latest trends in intelligent systems for automation of business processes. They will be able to orientate themselves in digital assistance systems, which will provide personalized and automated service of various services. Understand the benefits of artificial intelligence in communicating with the customer. After completing the course, the student will acquire skills in the control and creation of automated processes in business practice having a significant impact on the flexibility of communication in the environment of collaboration tools. The graduate's employment in managerial positions significantly enhances his ability to make full use of the most modern information systems with increasingly sophisticated intelligence, which has an increasing tendency in the assistance of business management.	
Indicative content: Basic orientation in the issue of digital assistant's technology usable in business. Getting acquainted with the various levels of digital assistance from simple conversational automata applicable as the first contact with the customer to communication systems based on artificial intelligence. Team creation of a functional conversation assistant.	
Support literature: 1. MIKLOŠÍK, Andrej a Martin KUČHTA. Informačné systémy: digitálne technológie v marketingu. Bratislava: EKONÓM, 2017. ISBN 978-80-225-4427-6. 2. SERBÍN, Patrik. Čo je chatbot a aké má využitie? Podnikajte.sk [online]. 19.9.2019 [cit. 2020-01-20]. Dostupné na: https://www.podnikajte.sk/informacne-technologie/co-je-chatbot-vyuzitie 3. Snatchbot.me [online]. [cit. 2020-02-20]. Dostupné na: https://snatchbot.me/ 4. SPANO, Martin. Umelá inteligencia v orechovej škrupinke: Stručný úvod do umelej inteligencie, strojového učenia, neurónových sietí, hlbokého učenia a robotov. 2019. ISBN 978-80-570-0680-0.	

Syllabus:

1. Digital economy, introduction to digital assistance technology, definition of terms
2. Potential uses digital assistance in business
3. Application of virtual assistance tools in interaction with the customer I.
4. Application of virtual assistance tools in interaction with the customer II.
5. Application of virtual assistance tools in interaction with the customer III.
6. Use of voice assistants in the business environment (Alexa, Bixby, Google assistant, ...)
7. Digital assistant - personalized offer of services based on the analysis of customer behavior
8. IoT tools for digital assistants for enterprise smart solutions
9. Digital assistant - automation of business processes I.
10. Digital assistant - automation of business processes II.
11. Digital assistant - automation of business processes III.
12. Machine learning application in digital assistance (IBM Watson, ...)
13. Security of business information in the environment of digital assistant

Language whose command is required to complete the course:

Slovak

Notes:**Assessment of courses**

Total number of evaluated students: 41

A	B	C	D	E	FX
75.61	24.39	0.0	0.0	0.0	0.0

Lecturer: Ing. Peter Červenka, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21290/21	Title of course: Distribution in Marketing
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 182 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 20 hours Semester project processing: 40 hours Preparation for written verification of knowledge: 26 hours Preparation for the exam: 44 hours	
Teaching results: By completing the course, students gain knowledge about the importance of distribution as a tool of marketing mix, about the typology of distribution channels, about the distributors involved in distribution processes. They will get acquainted with the basic distribution strategies and their application in individual stages of the product life cycle, they will gain knowledge about logistics as a part of distribution, its tasks and modern approaches in logistics. They will gain an overview of the various areas of application of logistics in distribution - the logistics of purchasing, warehousing, sales, transportation, new trends in logistics. They will also gain knowledge about the social responsibility of logistics companies. Graduates of the course will be able to identify and analyze the conditions and relationships arising in distribution and logistics processes in the transformation of the product on the way from the manufacturer to the consumer. They will understand the importance of a logistical approach to distribution solutions, they will be able to identify and analyze the costs arising in distribution processes for the implementation of individual activities of physical distribution. They can assess the suitability of the selection of a distribution channel for a given type of product and a given market, compare the efficiency of individual types of distribution channels. They understand new trends in logistics and can interpret them in a suitable way, especially from the point of view of environmental sustainability of logistics.	

Upon successful completion of the course, students will acquire competencies that will enable them to apply themselves in middle management positions in the areas of trade, distribution and logistics of both manufacturing and business enterprise. They will be able to work in junior positions in distribution and logistics centers in the areas of purchasing, order processing and inventory management. They can solve problems of an operational nature in solving issues of transport of products from the area of production to the area of trade and consumption

Indicative content:

Distribution as a marketing tool. Types and kinds of distribution, distribution channels and their typology. Distributors. Franchising. Supply logistics. Purchasing logistics. Warehousing logistics. Sales logistics. Transport logistics. Electromobility. Reverse logistics. New trends in logistics. Social responsibility of logistics companies.

Support literature:

1. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
2. GROS, Ivan a kol. Velká kniha logistiky. Praha: Vydavatelství VŠCHT, 2016, 512 s. ISBN 9788070809525
3. CHRISTOPHER, Martin. Logistics and Supply Chain Management, 6th Edition. FT Publishing International, 2023. 360 p. ISBN 978-1292416182.
4. MANGAN, John – LALWANI, Chandra, CALATAYUD, Agustina. Global Logistics and Supply Chain Management 4th Edition. Wiley, 2020. 336 p. ISBN 978-1119702993
5. RUDD, Jerry. Practical Guide to Logistics. London: Kogan Page, 2019. 384 s. ISBN 9780749486310

Syllabus:

1. Introduction to the theory of distribution and logistics. Basic distribution strategies.
2. Distribution channels, typology of distribution channels, vertical marketing system, horizontal marketing system.
3. Distributors, typology.
4. Franchising.
5. Supply logistics, inventory management.
6. Purchasing logistics.
7. Warehousing logistics, tasks and types of warehouses, warehousing technologies.
8. Sales logistics.
9. Transport logistics, types and kinds of transport. Transport and forwarding services.
10. Electromobility, alternative modes of transport.
11. Reverse and waste logistics.
12. New trends in logistics.
13. Social responsibility of logistics companies.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 302

A	B	C	D	E	FX
5.96	27.15	38.08	23.84	3.64	1.32

Lecturer: doc. Ing. Peter Drábik, PhD., MSc., doc. Ing. Róbert Reháč, PhD., Ing. Rastislav Lauko, BSc.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21291/21	Title of course: Distribution in Marketing (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 3.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 182 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 20 hours Semester project processing: 40 hours Preparation for written verification of knowledge: 26 hours Preparation for the exam: 44 hours	
Teaching results: By completing the course, students gain knowledge about the importance of distribution as a tool of marketing mix, about the typology of distribution channels, about the distributors involved in distribution processes. They will get acquainted with the basic distribution strategies and their application in individual stages of the product life cycle, they will gain knowledge about logistics as a part of distribution, its tasks and modern approaches in logistics. They will gain an overview of the various areas of application of logistics in distribution - the logistics of purchasing, warehousing, sales, transportation, new trends in logistics. They will also gain knowledge about the social responsibility of logistics companies. Graduates of the course will be able to identify and analyze the conditions and relationships arising in distribution and logistics processes in the transformation of the product on the way from the manufacturer to the consumer. They will understand the importance of a logistical approach to distribution solutions, they will be able to identify and analyze the costs arising in distribution processes for the implementation of individual activities of physical distribution. They can assess the suitability of the selection of a distribution channel for a given type of product and a given market, compare the efficiency of individual types of distribution channels. They understand new trends in logistics and can interpret them in a suitable way, especially from the point of view of environmental sustainability of logistics.	

Upon successful completion of the course, students will acquire competencies that will enable them to apply themselves in middle management positions in the areas of trade, distribution and logistics of both manufacturing and business enterprise. They will be able to work in junior positions in distribution and logistics centers in the areas of purchasing, order processing and inventory management. They can solve problems of an operational nature in solving issues of transport of products from the area of production to the area of trade and consumption.

Indicative content:

Distribution as a marketing tool. Types and kinds of distribution, distribution channels and their typology. Distributors. Franchising. Supply logistics. Purchasing logistics. Warehousing logistics. Sales logistics. Transport logistics. Electromobility. Reverse logistics. New trends in logistics. Social responsibility of logistics companies.

Support literature:

1. CHRISTOPHER, Martin. Logistics and Supply Chain Management, 6th Edition. FT Publishing International, 2023. 360 p. ISBN 978-1292416182.
2. MANGAN, John – LALWANI, Chandra, CALATAYUD, Agustina. Global Logistics and Supply Chain Management 4th Edition. Wiley, 2020. 336 p. ISBN 978-1119702993
3. RUDD, Jerry. Practical Guide to Logistics. London: Kogan Page, 2019. 384 s. ISBN 9780749486310

Syllabus:

1. Introduction to the theory of distribution and logistics. Basic distribution strategies.
2. Distribution channels, typology of distribution channels, vertical marketing system, horizontal marketing system.
3. Distributors, typology.
4. Franchising.
5. Supply logistics, inventory management.
6. Purchasing logistics.
7. Warehousing logistics, tasks and types of warehouses, warehousing technologies.
8. Sales logistics.
9. Transport logistics, types and kinds of transport. Transport and forwarding services.
10. Electromobility, alternative modes of transport.
11. Reverse and waste logistics.
12. New trends in logistics.
13. Social responsibility of logistics companies.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 18

A	B	C	D	E	FX
5.56	33.33	22.22	27.78	5.56	5.56

Lecturer: doc. Ing. Peter Drábik, PhD., MSc., doc. Ing. Róbert Reháč, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo,

PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Competencies

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

Indicative content:

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

Support literature:

Základná literatúra:

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

Odporúčaná literatúra:

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

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

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

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

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

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

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

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

Syllabus:

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

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

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 413

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

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

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/OB21_ZP035/22		Title of course: Final Thesis and its Defense			
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present					
Number of credits: 10					
Recommended semester/trimester of study:					
Degree of study: I.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 233					
A	B	C	D	E	FX
48.5	24.46	14.16	7.73	4.29	0.86
Lecturer:					
Date of the latest change: 03.10.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21308/21	Title of course: Franchising
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester evaluation 20% semester work 60% written (oral) exam	
Student workload: Workload: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 20 hours Preparation for the exam: 58 hours	
Teaching results: Knowledge: By graduation of franchising the students win the knowledge about the essence of franchising, its attributes, the franchising contract, the franchising bible, the ethic code, the franchising concept creation and its realization in the practice. They will know the particular phases of the creation, existence or downfall of franchising. They win the knowledge about the center position, the franchisor, the franchisee and their relationship. Competence The graduates will be able to create the franchising concept, the build the plan of the creation, the plan of the expansion to the third markets, the create the model, to analyze it and to prepare the particular phases of the concept. They will understand the complex franchising systems as the part of the vertical marketing connection, they will be able to create and to coordinate the franchising center activities, from the franchisor position to create the complete model of the enlarging, incl. the statistic and the economic analyzes, to define the break even point and to forecast the franchising concept development on chosen territory. Skills: By successful graduation of franchising gain the students the competition, that facilitates the entrepreneurship in franchising system, obtain to prove competent in manager position of management and marketing character, to work in HR segment (especially at choosing of franchising partner). They receive the competition in segment of communication, distribution, finance. They will be able to solve the topics in segment the creation and the application of franchising concept.	
Indicative content:	

The preface of franchising. The history of franchising. The socioeconomic context of franchising. The legal aspects of franchising. The franchising concepts. The franchising bible. The franchising manual. The specifics of franchising. The status of franchising in Slovak Republic, in V 4 countries, in Europe and in the world. The potential of franchising development in 21st century.

Support literature:

1. Orgonáš, J. – Štáffy, J. – Rak, P., 2017. Kompendium franchisingu. Praha: Wolters Kluwer, 181 s. ISBN 978-80-7552-853-7.
2. Orgonáš, J., 2015. Antológia franchisingu. Bratislava: Vydavateľstvo EKONÓM, 2015. 282 s. ISBN 978-80-225-4136-7.
3. Orgonáš, J., 2013. Franchising. Bratislava: Vydavateľstvo EKONÓM, 2013. 136 s. ISBN978-80-225-3679-0.

Syllabus:

1. The basic terms. Franchising, the history, the definition.
2. The legal framework of franchising in Slovak Republic.
3. The legal framework of franchising in V 4 Countries, Europe, in the world. The Ethic Code.
4. The franchising position in Slovak Republic. SFA.
5. The franchising contract.
6. The certification trade and the licence in franchising.
7. The franchising concepts.
8. The manual in franchising, the education, the fees.
9. The specifics of franchising.
10. The franchising – the advantages and non-advantages for the franchisor and the franchisee.
11. The economic sustainability of franchising.
12. The technic and technological development in franchising.
13. The franchising - the concept for 21st century.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 87

A	B	C	D	E	FX
71.26	17.24	5.75	1.15	4.6	0.0

Lecturer: doc. Ing. Jozef Orgonáš, PhD., MBA

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21174/21	Title of course: Intercultural Communication
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 40% - participation in seminars and assignments • 60% - final exam 	
Student workload: Total: study load 4 credits x 26 h =104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars, multicultural and multilingual team coordination, assignments: 65 hours Preparation for the final exam: 13 hours	
Teaching results: Students will possess following abilities: - Ability to address the multidimensional nature of cultural intelligence; - Knowledge of verbal and non-verbal communication; - Ability to follow trends in intercultural communication as a prerequisite for further development of qualification. Students will obtain following skills: - Holistic approach to the ethical, societal and economic context of cultural intelligence; - Effective participation in teamwork addressing practical issues of intercultural communication and appropriate presentation of teamwork outcomes; - Capability to present own positions in managerial positions as well as in individual pursuit of business activities in the international environment; Students will gain following competences: - Application of intercultural competence in practice; - Aptitude to adapt to the dynamic international environment; - Aptitude to pursue lifelong learning in terms of intercultural competence as a prerequisite for further development of qualification.	
Indicative content: Introduction to intercultural communication Verbal and non-verbal communication Survey/Self-assessment	

Support literature:

PETERSON, B. Cultural Intelligence: A Guide to Working with People from Other Cultures. (1st ed. 2004 - ISBN 2901931930009, 2nd ed. 2018 - ISBN 978-1717848406). Across Cultures.
AXTELL, R. Do's and Taboos around the World. New York: John Wiley & Sons, Inc., 1993. ISBN 0-471-59528-4.
AXTELL, R. Do's and Taboos of Hosting International Visitors. New York: John Wiley & Sons, Inc., 1990. ISBN 0-471-51570-1.

Syllabus:

- A. Introduction to Intercultural Communication
1. Introduction, Making Initial Contacts Across Cultures & Impressions
 2. Cultural Intelligence I.
 3. Stereotypes Across Cultures
- B. Verbal and Non-verbal Communication
4. Introduction into Verbal Communication and Non-Verbal Communication
 5. Non-Verbal Communication: Values & Cultural Shock
 6. Cultural Intelligence II. - The International Businessperson Across Cultures
 7. Hospitality Across Cultures
 8. Verbal Communication: International Misunderstandings
 9. Verbal Communication: Use of Interpreters
 10. Verbal Communication: Language in Business & Business Language
- C. Survey/Self-assessment
11. Media in Business Across Cultures, IT in Business Across Cultures
 12. Contracts Across Cultures, Laws Affecting International Business
 13. Cultural Intelligence III.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 18

A	B	C	D	E	FX
88.89	11.11	0.0	0.0	0.0	0.0

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

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21293/21	Title of course: Internal and Human Resource Marketing
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% continuous semester assessment 20% semester work 70% written exam	
Student workload: Workload: 130 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of a semester project: 13 hours Preparation for written verification of knowledge: 13 hours Preparation for the exam: 39 hours	
Teaching results: <p>Knowledge: by completing the course, students gain comprehensive knowledge of the current state of scientific cognition in the theory and practice of marketing within the company. They will get acquainted with individual concepts, goals, tools and activities of internal and HR marketing. They will acquire knowledge that will enable them to orient themselves in the broader context of marketing and management activities, personnel policy, internal communication and interpersonal relationships. They will come to understand the contribution of internal and HR marketing to the development of corporate culture, employee satisfaction and engagement, and to building the company's reputation as an employer.</p> <p>Skills: graduates of the course will learn to creatively develop a system of tools, procedures and metrics of internal and HR marketing in their interaction. They will become capable to identify, analyze and understand problems and phenomena in the labor market. They will become able to participate in projects and solve the practical dimension of marketing in the field of personnel work of the company. They can then initiate new procedures and approaches in shaping such an internal environment that will lead to improved overall performance and value of the company.</p> <p>Competences: by successfully completing the course, students will acquire professional competencies in the field of recruitment, motivation, education, development and management of employees so that they attain an orientation to the needs of an external customer and follow marketing principles within the company. They are able to manage the processes of change that</p>	

concerns intra-company and inter-company relations in connection with the development of the labor market. They will be able to design their own projects and take responsibility for competent solutions.

Indicative content:

Internal marketing as part of a holistic marketing concept. HR marketing as an integrated concept. 4P internal marketing mix. 4P human resources marketing mix. Basic areas of research in internal and HR marketing. Job as a product. Labor cost. Remuneration for work performance and employee motivation. Satisfaction with work and its measurement. Engagement theories. Acquisition of employees. Job seeker as an external customer. Internal work environment as a place of implementation of internal marketing. Employee as an internal customer. Personal development and profiling of employees. Mobility and orientation of employees. Employer brand building strategy. Effective internal communication, its forms, tools and channels. Internal marketing as an element of corporate culture. Information and communication technologies in internal and HR marketing.

Support literature:

1. MATUŠOVIČOVÁ, Monika – KORČOKOVÁ, Marína – OŽVOLDOVÁ, Katarína. Interný a personálny marketing. Bratislava: Vydavateľstvo EKONÓM, 2022. 222 s. ISBN 978-80-225-4977-6.
2. HROMKOVÁ, Michaela. Personálny marketing a employer branding v mimovládnom a komerčnom sektore na Slovensku. Trnava: Vydavateľstvo Typi Universitatis Tyrnaviensis, 2021. 205 s. ISBN 978-80-568-0245-8.
3. MISHRA, Teena. Human Resource Management and Internal Marketing. New York: Taylor & Francis Group, NY: Routledge, 2023. 240 s. ISBN 978-1-032-20940-1.

Syllabus:

1. Internal marketing and HR marketing. Internal marketing as part of a holistic marketing concept. HR marketing as an integrated concept. 4P internal marketing mix. 4P human resources marketing mix.
2. Basic areas of research in internal and HR marketing. Human resources department and its tasks. The importance and function of the HR department in marketing and management activities within the company.
3. Job as a product. Planning and creating the optimal structure of employees. Work analysis. Job design. Smart working.
4. Price of labor. Remuneration for work performance and employee motivation. Total reward. Current trends in providing employee benefits.
5. Satisfaction and commitment of employees. Satisfaction with work and its measurement. Engagement theories. The role of the leader.
6. Acquisition of employees. Labor market as a place of implementation of HR marketing. Recruitment and selection of employees. Job seeker as an external customer.
7. Employment relations and working conditions. Internal work environment as a place of implementation of internal marketing. Employee as an internal customer. Employee care.
8. Personal development and profiling of employees. The process of corporate education of employees and methods of education. Career management and talent management in the company. Age diversity in the workplace.
9. Mobility and orientation of employees. Staff deployment system. Work and social adaptation. Teamwork.
10. Employer brand building strategy. The process of building an employer's brand. Employer Value Offer (EVP) and brand activation.
11. Internal communication and internal PR. Effective internal communication, its forms, tools and channels.

12. Internal marketing as an element of corporate culture. The essence, features, manifestations and typology of corporate culture. Employees as bearers of the brand.

13. Information and communication technologies in internal and HR marketing. Digitalization of activities, social networks, online networking, gamification and augmented reality.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 166

A	B	C	D	E	FX
7.23	16.87	24.7	33.13	16.27	1.81

Lecturer: doc. Ing. Monika Matušovičová, PhD., Ing. Katarína Ožvoldová, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21171/21	Title of course: International Business
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 10% - Active participation within seminars • 30% - Semester work • 60% - final exam 	
Student workload: Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars and semester work: 26 hours Preparation for the final exam: 52 hours	
Teaching results: Students will possess following abilities: <ul style="list-style-type: none"> - understanding the genesis and nature of the key theoretical framework of international trade, - basic terminology and connections between concepts in the field of foreign trade, international trade and international business, - territorial and commodity (sectoral) structure of international trade, - definition and development trends in the field of foreign direct investment, international economic integration, foreign trade policy, payment instruments within international trade and the specifics of international transportation, - current state, structure and problematic aspects of foreign trade of the Slovak Republic. Students will obtain following skills: <ul style="list-style-type: none"> - identification of basic platforms, publicly available databases and different classifications for international trade and foreign direct investment reporting, - to orientate in the competencies, goals, mission and basic bodies of institutions operating in international trade, - orientation in possible barriers to import and forms of export subsidies of a Slovak entrepreneur. Students will gain following competences: <ul style="list-style-type: none"> - orientation in the basic databases of international trade statistics (Eurostat, UNCTAD, WTO, etc.) as well as basic analytical materials in the field, 	

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

Indicative content:

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

Support literature:

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

Syllabus:

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

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

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 158

A	B	C	D	E	FX
22.78	20.25	28.48	18.99	8.23	1.27

Lecturer: doc. Mgr. Elena Kašáková, PhD., Ing. Vladyslav Bato

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21401/22	Title of course: International Business (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 5.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: <ul style="list-style-type: none"> • 10% - Active participation within seminars • 30% - Semester work • 60% - final exam 	
Student workload: Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars and semester work: 26 hours Preparation for the final exam: 52 hours	
Teaching results: Students will possess following abilities: <ul style="list-style-type: none"> - understanding the genesis and nature of the key theoretical framework of international trade, - basic terminology and connections between concepts in the field of foreign trade, international trade and international business, - territorial and commodity (sectoral) structure of international trade, - definition and development trends in the field of foreign direct investment, international economic integration, foreign trade policy, payment instruments within international trade and the specifics of international transportation, - current state, structure and problematic aspects of foreign trade of the Slovak Republic. Students will obtain following skills: <ul style="list-style-type: none"> - identification of basic platforms, publicly available databases and different classifications for international trade and foreign direct investment reporting, - to orientate in the competencies, goals, mission and basic bodies of institutions operating in international trade, - orientation in possible barriers to import and forms of export subsidies of a Slovak entrepreneur. Students will gain following competences: <ul style="list-style-type: none"> - orientation in the basic databases of international trade statistics (Eurostat, UNCTAD, WTO, etc.) as well as basic analytical materials in the field, - the ability to independently name and design a suitable method of entry of companies into foreign 	

markets, depending on the location of production and capital intensity,
- defining possible barriers to entry mode onto foreign markets and opportunities to support exporters,
- communication and presentation of own thematic analytical study in the field of international trade.

Indicative content:

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

Support literature:

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

Syllabus:

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

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

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 8

A	B	C	D	E	FX
0.0	12.5	50.0	0.0	37.5	0.0

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

Date of the latest change: 22.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMO OF/OOB21172/21	Title of course: International Business – Case Studies
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% - active participation in seminars; 20% - individual and team work (assignments) 60% - combined exam	
Student workload: Total: study load 4 credits x 26 h =104 h Attendance at seminars: 26 hours Individual preparation for seminars and semestral work: 28 hours Preparation for the final exam: 50 hours	
Teaching results: Students will possess following abilities: - Introduction to the method of the case study, - understanding the key trends of internationalization and globalization of the business environment and the principles of operation of international business on practical examples from the real world Students will obtain following skills: - the ability to apply the acquired knowledge and apply best practices in solving specific problems from international busines - assess specific situations, identify opportunities in foreign markets and respond effectively Students will gain following competences: - critical analytical thinking in the field of macroeconomic as well as microeconomic problems - critical evaluation of the arguments for and against the implementation of a measure or decision operating in the context of solving problems of international business, - the ability to generate student's own opinion in the context of sustainable development goals (SDGs) and to defend it through team interaction.	
Indicative content: - acquaint students with the methodology of case studies, their benefits and limitations, the need for a critical thinking - gain an overview of the spectrum of problematic aspects of real topics or company problems and respond with their own, fact-based attitudes. - to acquire the basics of interaction in analytical and decision-making processes in international business	

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

Support literature:

BALÁŽ, Peter - Stanislav ZÁBOJNÍK - Elena KAŠŤÁKOVÁ, et al. Medzinárodné podnikanie. Bratislava: Sprint2, 2019, 304 s. Economics. ISBN 978-80-89710-51-5.

ZÁBOJNÍK, Stanislav a Denisa ČIDEROVÁ. Medzinárodný obchod - repetitórium. Žilina: EDIS-vydavateľské centrum ŽU, 2020, 181 s. ISBN 978-80-554-1722-6.

ZÁBOJNÍK, Stanislav. Vybrané problémy medzinárodného obchodu a medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2015, 166 s. ISBN 978-80-225-4133-6.

HILL, Ch. International Business. Competing in the Global Marketplace. McGraw-Hill Education Ltd. ISBN: 91805748121-29744088, 2020.

ZÁBOJNÍK, Stanislav - Denisa ČIDEROVÁ - Daniel KRAJČÍK. Competitiveness in International Business. Praha: Wolters Kluwer ČR, 2020, 298 s. ISBN 978-80-7676-006-6.

Online zdroje:

TJONG, Erick et al. 2020. Digitalization and the Use of Technology in the Electricity Sector.

Online Doing Business Case Studies; no. 1 Washington, D.C. : World Bank Group. Dostupné na:

<http://documents.worldbank.org/curated/en/585901592343461602/Digitalization-and-the-Use-of-Technology-in-the-Electricity-Sector>

Assorted case studies from case studies bank of the authors

Syllabus:

1. Introduction to the course, methodology of case studies. Conditions and structure of the case studies being taught abroad

2. Case study: Effects of globalization.

3. Case study: Is the iPhone exported from China really Chinese? Importance of added value principle in exports.

4. Case study: Monetary dumping and the impact on firms' export performance

5. Case Study: Effectiveness of investment incentives (Samsung)

6. Case study: Telefonica's entry modes into foreign markets

7. Case study: Deregulation and liberalization of wholesale and retail trade in Indian market

8. Case study: Restrictions on foreign trade and their effect on domestic producers

9. Case study: Use of a game theory principles in economic policy and corporate strategy

10. Case Study: Morgan Stanley

11. Case study: Alibaba

12. Case Study: Nestlé in Central and Eastern Europe

13. Case study: Digitization and use of technologies in electrical engineering

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 35

A	B	C	D	E	FX
20.0	57.14	17.14	5.71	0.0	0.0

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

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development

and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Indicative content:

Thematic definition of lectures:

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

Thematic definition of exercises:

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

Support literature:

Basic literature:

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

Supplementary literature:

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

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

Syllabus:

Thematic definition of lectures:

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

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

Thematic definition of exercises:

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 512

A	B	C	D	E	FX
7.23	14.45	21.68	27.15	12.5	16.99

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

Date of the latest change: 02.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21321/21	Title of course: Market Segmentation
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40 % continuous semester assessment 60 % written exam	
Student workload: Workload: 104 hrs Attendance at lectures: 0 hrs Attendance at seminars: 26 hrs Preparation for seminars: 39 hrs Elaboration of a semester project: 0 hrs Preparation for written verification of knowledge: 0 hrs Preparation for the exam: 39 hrs	
Teaching results: By completing the course, students will gain knowledge about the importance of market segmentation for the successful activities of the company in the market. They will learn about the process of segmentation and the types of segmentation variables that can serve as a basis for segmentation. They will get acquainted with typologies and the process of their creation. They will learn how to use multidimensional statistical methods suitable for creating segments and for identifying differences between selected groups. After completing the course, students will be able to define the nature of the data needed to create segments. They will learn to process the data collected in the statistical program and analyze them by various statistical methods. They will understand different clustering methods in cluster analysis and will learn to interpret the outputs of the statistical methods used. They will be able to create a profile of each segment and design appropriate marketing activities to address selected target groups. Graduates of the course will acquire competencies in analyzing and solving problems and tasks of marketing management, especially in the field of creating segments, deciding on the selection of target groups and designing market coverage strategies. Upon successful completion of the course, students will be able to formulate requirements for information necessary for decision-making, will be able to process data into a form suitable for analysis, as well as select appropriate statistical methods taking into account the purpose of analysis and types of input data.	
Indicative content:	

Introduction to market segmentation and its position within the main principles of marketing. The process of market segmentation from the creation of segments, through the selection of target groups to the design of a market position. Market coverage strategies and criteria for selecting suitable segments. Demographic, geographical, economic, psychographic and behavioral segmentation variables. Segmentation base and segment profile. Geo-demographic segmentation systems. Psychographic segmentation as a means of creating a typology of consumers. Segmentation by values and value systems according to the approaches of different authors. A-a priori segmentation and statistical methods aimed at detecting differences. Post-hoc segmentation, cluster analysis and clustering methods. Interpretation of results of statistical methods.

Support literature:

1. Vokounová, D. 2006. Segmentácia trhu. Bratislava: Ekonóm.
2. Lesáková, D., Hanuláková, E., Vokounová, D. 2010. Marketingové analýzy. Bratislava: Daniel Netri.
3. Kotler, P., Keller, K.L. 2013. Marketing management. Praha: Grada Publishing.

Syllabus:

1. Segmentation as one of the basic principles of marketing. Market segmentation process. Segment creation, target group selection, positioning.
2. Ways of market coverage. Criteria for successful segmentation.
3. Classification of segmentation variables. Measurable and non-measurable variables, demographic, psychographic and product-related variables.
4. Variables as a segmentation base and to create a segment profile. Selection of suitable variables. Creating a questionnaire.
5. Geo-demographic segmentation. Geo-demographic segmentation systems. Case study.
6. Psychographic segmentation and typology of consumers. Approaches to creating typologies. Case study.
7. Segmentation based on values. Value systems according to various authors (Rokeach, Kahle, Herche, Schwartz).
8. Statistical methods for detecting differences.
9. A-priori segmentation. Selection of an appropriate statistical method for detecting differences between selected groups.
10. Analysis and interpretation of a-a priori segmentation results.
11. Cluster analysis. Clustering methods in cluster analysis.
12. Post-hoc segmentation using cluster analysis. Selection of a suitable clustering method.
13. Analysis and interpretation of post-hoc segmentation results.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 40

A	B	C	D	E	FX
57.5	30.0	7.5	5.0	0.0	0.0

Lecturer: Ing. Dana Vokounová, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for

the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Indicative content:

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

Support literature:

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

Syllabus:

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

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 1001

A	B	C	D	E	FX
19.38	22.78	23.78	21.18	10.69	2.2
<p>Lecturer: doc. Ing. Peter Drábik, PhD., MSc., Ing. Mgr. Janka Kopaničová, PhD., Ing. Marína Korčoková, PhD., Ing. Dana Vokounová, PhD., doc. Ing. Zuzana Francová, PhD., Ing. Dagmar Klepochová, PhD., Ing. Michal Vávra, PhD., Ing. Dominika Škerlíková, PhD.</p>					
<p>Date of the latest change: 01.04.2022</p>					
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.</p>					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KM OF/OOA21392/21	Title of course: Marketing (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 1.	
Degree of study: I., N	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation for written verification of knowledge: 39 hours Preparation for the exam: 65 hours	
Teaching results: By completing the course, students will learn to understand the nature and importance of marketing for business and business management. They will gain knowledge about creating value for the customer and his position in the market. They understand the competition and the individual approach of business entities to it. They will get acquainted with marketing tools and main processes and their specifics. They will gain knowledge about the ways of organization in marketing within and outside the company. They will get acquainted with trends in marketing and its ethical aspects. Graduates of the course will be able to implement the necessary marketing activities, compile marketing programs and put them into practice. They understand the customer and the competition, which are the biggest source of risk and uncertainty in the business. They will learn to create and deliver value to the customer. They understand all product entities and their specific marketing concepts. They can coordinate individual marketing activities in accordance with the development of the marketing environment and competition. Upon successful completion of the course, students will acquire competencies that will enable them to apply for jobs in marketing, business and sales in all types of firms and business. They are able to interact with their customers and business partners in solving tasks and problems in business, trade and marketing. They will acquire a proactive approach to business, trade and marketing activities in a competitive environment.	
Indicative content:	

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

Support literature:

1. Blythe, J., Martin, J. Essentials of marketing. Harlow: Pearson Education, 2023, 384s. ISBN: 9781292429533
2. Green, M. C., Keegan, W. J. Global marketing. Harlow: Pearson Education, 2020, 632s. ISBN: 9781292304021
3. Wilson, A. Services Marketing: Integrating Customer Service Across the Firm. New York: McGraw Hill, 2020, ISBN: 9781526847805

Syllabus:

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

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 11

A	B	C	D	E	FX
45.45	36.36	9.09	0.0	9.09	0.0

Lecturer: Ing. Katarína Chomová, PhD.

Date of the latest change: 05.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21292/21	Title of course: Marketing Communication and Digital Media
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 4 / 4 Per course: 52 / 52 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40 % - semester seminar project 60% - written exam	
Student workload: Total study load: 208 hours Attendance at lectures: 52 hours Attendance at seminars: 52 hours Preparation for seminars: 26 hours Elaboration of a semester seminar project: 40 hours Preparation for exam: 38 hours	
Teaching results: By completing the course, students gain knowledge about the importance of marketing communication as a tool of the marketing mix, about digital media, about models of marketing communication, about the subjects involved in the creation of the marketing mix. Students get familiar with the components of the communication plan, communication, media and creative strategy and their application. They will gain knowledge about the various tools of the communication mix and their position in modern approaches to marketing communication. They will gain an overview of the media market, multimedia and types of media used in digital marketing. In the field of digital media, they will gain knowledge about audio and video formats used in digital marketing communication, their production dimensions and user interaction. They will also gain knowledge about Corporate Identity and its components. Graduates of the course will be able to identify and analyze the conditions, relationships and processes related to marketing communication and the use of digital media. They will understand the importance of the communication mix. They will be able to prepare a media plan and a digital brief. They can process the basic elements of audio and video format, static graphics for digital marketing communication. They will be able to assess the suitability of the selection of marketing, communication, media, advertising agency and cooperation with them for the selected product and market. They understand new trends in marketing and marketing communication on the Internet and social networks. Upon successful completion of the course, students will acquire competencies that will enable them to apply themselves in middle management positions in the areas of marketing and marketing	

communication, both commercial and manufacturing companies, or service companies. They will be able to work in junior positions in marketing, communication, media and advertising agencies. They can solve problems of an operational nature in solving issues related to the creation of a communication mix and the setting of its individual elements.

Indicative content:

Marketing communication. Marketing communication models. Communication mix tools. Media market. Communication plan. Digital brief. Communication strategy. Media strategy. Creative strategy. Subjects of digital marketing communication. Controlling in marketing communication. Research in marketing communication. Multimedia, media types. Advertising. Text content of digital marketing. Direct marketing. Event marketing. Static graphics. PR. Media relations. Audiovisual format. Outsourcing of communication activities. Marketing, communication, media, advertising agency. Video format. Audiovisual format. Personal sale. Sales Support. Buzz marketing. Content marketing. Direct marketing on the Internet. Corporate Identity. Media relations. Social networks. Internet.

Support literature:

1. Drábik, P. a kol.: Marketingová komunikácia a digitálne médiá. Bratislava. 2023. 338s. Vydavateľstvo EKONÓM. 2023. ISBN:978-80-225-5114-4
2. Bohuněk, B.: P.R.činy. Praha. Vydáno vlastním nákladem. 2019. 287 s. ISBN: 978-80-270-6960-6
3. Losekoot, M., Vyhnančková, E.: Jak na síť. Jan Melvil Publishing. Brno. 2019. 325 s. ISBN: 978-80-7555-084-2
4. Scott, D., M.: Nové pravidlá marketingu a PR. Bratislava. Easton books. 2010. 257s. ISBN: 978-80-8109-149-0
5. Rusbridger, A.: News and how to use it (what to believe in a fake news world). Edinburgh. Canongate. 2020. 316s. ISBN: 978-1-83885-161-3
6. Kahneman, D.: Myslenie rýchle a pomalé. Bratislava. Aktuell. 2019. ISBN: 9788081720567
7. Sálková, A. – Veselá, Z.- Raková, M.: Copywriting. Brno. Computer Press. 2020. ISBN: 9788025150177
8. Jesenský, D.: Marketingová komunikace v místě prodeje. Praha. Grada Publishing 2017. ISBN: 9788027102525. (E-kniha 2019)
9. Kol.: Tvorba úspěšného zarábajícího blogu. Dognet2019. ISBN: 978-80-89969-04-3
10. Young, Miles: Ogilvy o reklamě v digitálním věku. Praha. Svojtka &Co., 2018. ISBN: 978-80-256-2159-2
11. Jiráček, J., Köpplová, B.: Masová média. 2. prepracované vyd. Praha. Portál, s.r.o., 2015. ISBN: 9788073674663
12. Schellmann, Bernhard.: Média: Základní pojmy, návrhy, výroba. Praha. Europa-Sobotáles. 2004. ISBN: 8086706060
13. Negroponte, N.: Digitální svět. Praha. Management Press. 2001. ISBN: 8072610465
14. Pavlíček, A.: Nová média a web 2.0. Praha. Oeconomica. 2007. ISBN: 978-80-245-1272-3
15. Macek, J.: Úvod do nových médií. Ostrava. Ostravská univerzita v Ostrave. 2011. ISBN: 978-80-7464-025-4
16. Stratégie (časopisecká literatúra, mesačník)

Syllabus:

1. Marketing communication models. Marketing communication models. Communication mix tools. Media market.
2. Communication plan. Budget and schedule. Definition of goals on the Internet, digital brief.
3. Communication strategy. Media strategy. Creative strategy.

Subjects of digital marketing communication.

4. Controlling in marketing communication. Research in marketing communication.

Multimedia, media types.

5. Advertising.

Text content of digital marketing.

6. Direct marketing. Event marketing.

Static graphics. Photography, graphics.

7. PR.

User interaction of static graphics.

8. Media relations and text preparation.

Production dimension of the audiovisual format.

9. Outsourcing of communication activities. Portfolio of communication, marketing, creative and media agency services.

Video format in digital marketing communication.

10. Preparation of a brief for a communication agency.

Audio format of digital marketing communication.

11. Personal sale. Sales Support.

Online sales promotion.

12. Buzz marketing. Content marketing.

Direct marketing on the Internet.

13. Corporate Identity (Corporate Design, Corporate Culture, Corporate Communication)

Media relations a komunikácia na sociálnych sieťach.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 185

A	B	C	D	E	FX
24.86	30.81	25.95	14.05	4.32	0.0

Lecturer: Ing. Marína Korčoková, PhD., doc. Ing. Martin Kuchta, PhD., MBA, Ing. Katarína Ožvoldová, PhD., Ing. Dominika Škerlíková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21283/21	Title of course: Marketing Research
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation of literary research: 19 hours Preparation for written verification of knowledge: 20 hours Preparation for the exam: 65 hours	
Teaching results: Knowledge The graduate of the course will gain knowledge about the process of marketing research from setting the goal of research, through its implementation, qualitative and quantitative methods, to the interpretation of findings and results and their processing in the form of outputs from marketing research (final report, presentation). Skills The graduate knows how to compile a questionnaire correctly and how to use it as a tool for data collection in marketing research. The graduate will be able to decide on the choice of data collection method. The graduate will master the methods of data processing in marketing research. The result will be the final presentation of the project. The graduate is able to use R software in empirical economic research. They will be able to independently develop their knowledge in the field of statistical methods and to use of modern software, will understand empirical studies in the field of marketing and will be able to use them in new contexts. Competences The graduate will be able to formulate a research question and/or economic problem, and to propose a research design for its examination using empirical methods.	
Indicative content:	

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

Support literature:

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

Syllabus:

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

Language whose command is required to complete the course:

English, Slovak

Notes:

Assessment of courses

Total number of evaluated students: 409

A	B	C	D	E	FX
10.02	13.45	19.56	27.87	17.85	11.25
Lecturer: doc. Ing. Eduard Baumöhl, PhD., Ing. Marián Čvirik, PhD., Ing. Mgr. Janka Kopaničová, PhD., Ing. Dana Vokounová, PhD., Ing. Marek Kukura, PhD.					
Date of the latest change: 01.04.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21279/21	Title of course: Marketing on Social Networks
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40 % - continuous assignments 60 % - final exam	
Student workload: Total study load: 78 hours Participation on seminars: 26 hours Preparation for seminars: 13 hours Continuous assignments: 13 hours Preparation for final exam: 26 hours	
Teaching results: Teaching results: By completing the course, students gain an overview of the possibilities of using social networks for presence and communication marketing purposes of the company. The course defines social networks and identifies the most relevant ones for the Slovak market. It explains the key performance parameters of social networks, defines the content and performance approach to social networks and explains the position of social networks in the company's digital communication mix. The graduate of the course acquires skills in strategic content planning for social networks, learns approaches and strategies in the promotion approaches in advertising information systems of selected social networks, is familiar with distribution options and content service across selected social networks and learns to work with analytical tools designed to automate the management of social networks. The graduate of the course will acquire knowledge and practical skills, thanks to which he can apply in a wide range of companies that directly use social networks or come into contact with them in their business activities. The student can find employment in marketing agencies, companies or media that have their portfolio diversified also in the digital environment.	
Indicative content: Social networks are currently used to create a company's presence on the Internet and to distribute the content created. The course defines social networks from a global perspective and identifies the most relevant for the Slovak market. It focuses on the definition of selected social networks, their history, current use from a global and local perspective, marketing opportunities for companies and	

potential for the future. The subject explains to students and explains the content and performance approach to the management of selected social networks on practical assignments.

Support literature:

DAHL, Stephan. Social media marketing : theories & applications. London : SAGE Publications, 2015. 268 s. ISBN 978-1-4462-8074-4.

DORČÁK, Peter. eMarketing : ako osloviť zákazníka na internete. Recenzenti: Radoslav Delina, Radovan Bačík. 1. vyd. Prešov : EZO.sk, 2012. 125 s. [6,25 AH]. ISBN 978-80-970564-4-5.

DORČÁK, Peter - POLLÁK, František. Marketing & e-business : ako sa zorientovať v základných pojmoch a procesoch nového marketingu. Recenzenti: Ivana Butoracová Šindleryová , Martina Ferencová, Radovan Bačík. 1. vyd. Prešov : EZO.sk, 2010. 113 s. [3,06 AH]. ISBN 978-80-970564-0-7.

FERENCZ, Vojtech. Inovačný marketing. Recenzenti: Peter Mesároš, Branislav Kršák. 1. vyd. Košice : VÚSI, 2013. 197 s. [13,13 AH]. ISBN 978-80-89383-24-5.

Syllabus:

1. Origin and current state of social networks
2. Creating a company's presence on social networks
3. Definition of key performance indicators
4. Content approach to social networks
5. Performance approach to social networks
6. Community management
7. Categorization of content types for social networks
8. Production of selected types of content
9. Distribution of content on social networks
10. Connections between social networks
11. Internal advertising information systems of social networks
12. Automation of communication through third party tools
13. Demonstrations of successful communication implementations on social networks

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 39

A	B	C	D	E	FX
69.23	30.77	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Martin Kuchta, PhD., MBA, Ing. Dominika Škerlíková, PhD.

Date of the latest change: 29.09.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21319/21	Title of course: Methods of Qualitative Research
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% continuous semester assessment 60% exam	
Student workload: Workload: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 14 hours Preparation for exam: 64 hours	
Teaching results: By completing the course, students gain knowledge about use of qualitative methods. During the semester they will get acquainted with the approaches to qualitative research as well as with techniques used in qualitative research to gather the data. They will gain knowledge about process of qualitative research from beginning to the end. Graduates of the course will be able to implement the proper qualitative research methods. They will learn to distinguish between approaches and choose the correct one. As a result, they will be competent to decide about suitable data gathering method for a chosen marketing problem, as well as they will be able to prepare the research plan and carry out the research and formulate findings. Upon successful completion of the course, students will acquire competencies that will enable them to not only understand the nature of the marketing problem and identify the information need essential to solving it, but also, they will have the ability to decide how and where the information can be obtained. The ability to maneuver in qualitative research methods will give the advantage not only when doing their own research but also when reading outsourced research results. They will be able to apply gained knowledge in managerial positions in all types of companies.	
Indicative content: Qualitative research. Approaches to Qualitative Research. Action Research. Case Study Research. Ethnographic Research. Grounded Theory Method. Data gathering methods in Qualitative research. In depth Interview. Semi structured Interview. Focus Group. Participative Observation. Netnography. Recruiting. Script writing. Data Collection. Transcription and Coding. Analyzing the Findings and Summarizing Results.	
Support literature:	

1. Maison, D. (2018) Qualitative Marketing Research: Understanding Consumer Behaviour. Routledge.
2. Myers, M., D. (2019) Qualitative Research in Business and Management. Sage

Syllabus:

1. Introduction into Qualitative research. Introductory "FOCUS GROUP" with students
2. Methods of qualitative research - Action research, Ethnographic research, Case Study Research, Grounded Theory Method
3. Qualitative research data collection methods – introduction of all methods. Focus Group. Preparation of recruitment questionnaire and scenario related to a selected research problem. Benefits and risks of use of the method.
4. . Method "Focus Group" - implementation of a group discussion according to the scenario prepared by students - students prepare and lead FG, they also play the role of observers.
5. Analysis of data collected by the "Focus Group". Approaches to transcription and coding.
6. Conclusions and findings from the implemented FG. Analysis of errors in the implementation of FG, analysis of results and formulation of conclusions
7. Method "Participative observation" and method "Netnography" - approach to the method, instructions for implementation
8. Implementation of participatory observation in a selected shopping center (excursion). Weaknesses and advantages of the method
9. Analysis of data collected by the method of participatory observation, formulation of findings and conclusions.
10. Analysis of data obtained by netnographic research. Findings and conclusions.
11. "Interview". Scriptwriting and identification of suitable participants. Instructions for conducting interviews
12. Analysis of data collected by the implemented method. Conclusions and findings from the implemented semi-structured interviews, analysis of implementation mistakes.
13. Summary of achieved results by different methods. Comparison, and assessment of the suitability of methods for different types of marketing problems

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 12

A	B	C	D	E	FX
41.67	8.33	25.0	8.33	16.67	0.0

Lecturer: Ing. Mgr. Janka Kopaničová, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21317/21	Title of course: Mystery Shopping
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 20 hours Elaboration of a semester project: 40 hours Preparation for the exam: 18 hours	
Teaching results: By completing the course, students will gain knowledge about the essence of the research method - mystery shopping. They will get acquainted with the forms and process of mystery shopping, as well as the modern form of mystery shopping in the online environment. Graduates will gain knowledge about the possibilities of processing the results of mystery shopping, creative creation of a mystery story and a record sheet. The successful graduate will be able to carry out mystery shopping for the needs of obtaining data and information that can serve as a basis for improving market position. They will learn to participate in all parts of the mystery shopping process. A successful graduate is competent to comprehensively create as well as implement and evaluate the research method in question. Emphasis is placed on the application nature and implementation in practice. Graduates of the course will acquire competencies that allow them to apply in the field of marketing, market research, business, but also in managerial positions. Mystery shopping as a research method is a multidisciplinary tool, the knowledge of which increases the competencies of each graduate.	
Indicative content: Theoretical basis of mystery shopping. Forms of mystery shopping. The process of mystery shopping. Implementation of mystery shopping in online conditions. Implementation of mystery shopping in a selected stone shop. Evaluation and presentation of a report from mystery shopping. Evaluation of mystery shopping. Determining the advantages and disadvantages of the research method in question.	
Support literature:	

1. ČVIRIK, Marián. Mystery shopping. Bratislava: Vydavateľstvo EKONÓM, 2023, 96s. ISBN 978-80-225-5059-8.
2. ČVIRIK, Marián. Mystery Shopping - Knowledge Search. Ekonomika cestovného ruchu a podnikanie: vedecký časopis Obchodnej fakulty Ekonomickej univerzity v Bratislave. Bratislava: Katedra služieb a cestovného ruchu OBF EU, 2020, 12(2), 6-14. ISSN 2453-9988.
3. MIZIK, Natalie and HANSSENS, Dominique M. Handbook of Marketing Analytics. Edward Elgar Publishing Limited, 2018, 713 p. ISBN 978-1-78471-675-2.
4. TAHAL, Radek a kolektív. Marketingový výzkum Postupy, metody, trendy. Grada, 2022, 296 p. ISBN 9788027135356.

Syllabus:

1. Introduction to mystery shopping. Origin and development of mystery shopping.
2. Mystery shopper.
3. Mystery shopping as a research tool.
4. Forms of mystery shopping.
5. The process of mystery shopping.
6. Mystery shopping in an online environment.
7. Preparation of the evaluation sheet.
8. Ethics in the conditions of mystery shopping.
9. Mystery story. Scenario preparation.
10. Mystery shopping data processing.
11. Tools for evaluating mystery shopping.
12. Solution of case studies from the issue of mystery shopping.
13. Presentations of mystery shopping results. Evaluation of strengths and weaknesses.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 18

A	B	C	D	E	FX
55.56	33.33	0.0	5.56	5.56	0.0

Lecturer: Ing. Marián Čvirik, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21298/21	Title of course: Packaging and Labelling of Products
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% semester work; 60% written exam;	
Student workload:	
Teaching results: Knowledge By completing the course, students will gain knowledge of basic terminology in the field of product packaging, classification and functions of packaging, packaging materials, product packaging systems in various industries and the importance of packaging and product labelling. They will gain knowledge about the impact of these types of packaging on the environment and ways of handling packaging waste (its disposal). Students will learn about the latest trends and innovative solutions in the field of product packaging. Skills By completing the course, students will be able to distinguish between mandatory and voluntary labeling of products and verify the accuracy of the information provided on the packaging of selected products. By completing the course, students will be able to assess the accuracy of information on the type of selected food and non-food products, design the type of packaging and packaging system to ensure the quality of the type of product and its type of protection as an intellectual property. Competences Being aware of the social and professional importance of packaging and its labelling for safety, product quality, consumer and environment.	
Indicative content: The subject of packaging and labelling of products is aimed at emphasizing the importance of packaging and labelling of packaging in ensuring the quality of products. It enables the acquisition of knowledge about the functions of packaging, the division of packaging, basic and modern packaging materials, selected product packaging systems, factors influencing the quality and safety of packaging and products. It explains the importance of packaging in marketing, as well as its impact on the environment. It deals with the economic aspects of product packaging as well as the possibilities of the legal protection of packaging as an object of intellectual property.	

Support literature:

1. Athanassiou, A. (2021). Sustainable Food Packaging Technology. Vch Pubn GmbH.
2. Ducková, V, Pavelková, A. (2018). Balenie a označovanie potravín. Druhé prepracované vydanie. Nitra: Vydavateľstvo SPU.
3. Shukla, A.K. (2023). Food Packaging: The Smarter Way. Berlin: Springer.
4. Muthu, S.S. (2021). Sustainable Packaging. Singapore: Springer.
5. Rangappa, S. M., Parameswaranpillai, J., Thiagamani, S. M. K., Krishnasamy, S., Siengchin, S. (2023). Food Packaging Advanced Materials, Technologies, and Innovations. CRC Press.
6. <http://www.packaging-cz.cz/cz/casopis>
7. <https://www.packagingnews.co.uk/>
8. <https://packagingeurope.com/>
9. <https://www.packaginginsights.com/>
10. <https://www.aipia.info/index.php>

Syllabus:

1. Classification and basic functions of packaging. Quality and safety of packaging. The importance of packaging in ensuring product quality.
2. Requirements influencing the choice of packaging resulting from legal regulations and product properties.
3. Packaging design. Tasks and means of packaging design.
4. The importance of packaging in marketing. Packaging as a marketing tool. The impact of packaging on improving product sales. Case studies.
5. Characteristics of basic packaging materials.
6. Characteristics of innovative packaging materials.
7. Labelling of products (compulsory and voluntary) and packaging (safety, identification of the type of packaging materials) in the context of consumer protection.
8. Environmental labelling of products concerning consumer protection.
9. Assessment of the impact of the selected type of packaging on the environment. Trends in environmentally friendly packaging materials. Packaging waste collection and recycling system - packaging waste. Disposal of packaging waste.
10. Basic product packaging systems in various industries (food, alcoholic and non-alcoholic beverages, medicines, cosmetics, detergents).
11. Innovative solutions in the field of product packaging (active and intelligent packaging, edible labels and edible packaging).
12. Packaging as an object of intellectual property.
13. Packaging in e-commerce. Economics of product packaging.

Language whose command is required to complete the course:

Slovak

Notes:

selected lectures will be presented by representatives of practice

Assessment of courses

Total number of evaluated students: 112

A	B	C	D	E	FX
64.29	25.0	6.25	3.57	0.89	0.0

Lecturer: doc. Dr. Ing. Malgorzata Agnieszka Jarossová, Ing. Barbara Barilová

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21289/21	Title of course: Price in Marketing
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 10% continuous semester assessment 10% semester work 80% written exam	
Student workload: Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation for written verification of knowledge: 39 hours Preparation for the exam: 65 hours	
Teaching results: By completing the course, students gain knowledge about the functions of the price and its position in a set of marketing tools, with a deeper acquaintance with the impact of the price as a basic tool for influencing the economy and economic results of the business. They will get acquainted with pricing decisions in the company, which are affected by a number of often conflicting factors. The issue of pricing consists of two components, namely pricing strategies and pricing. They will gain knowledge about pricing practices and their use in marketing activities with an impact on prices in companies operating in consumer markets and in companies operating in business markets. Graduates will be able to apply the value and cost approach in the process of pricing, take into account the psychological aspects of pricing; subsequently, they will be able to work appropriately with the possibility of price adjustments. In the business environment, they can apply a competitive approach to pricing and prepare pricing proposals for pricing negotiations. They understand the connection between the achieved level of sales prices and the company's price goals and the impact on the company's economy. Upon successful completion of the course, they will acquire the competence to apply the issue of price decision-making in specific situations in business in various executive business positions in companies operating in consumer and business markets. They can work with information about the factors that influence pricing decisions, search for them, select, analyze and synthesize with an orientation on the creation of pricing strategy and specific pricing. They will acquire the ability	

to combine problems of a strategic and operational nature in the field of pricing strategies and pricing and professional flexibility for the successful connection of business goals and marketing operations in the market in the field of sales prices.

Indicative content:

Price functions in business and prices in the marketing mix, price functions; economic, marketing concept of price, place of price in the marketing mix, price in conception of value creation process. Internal pricing factors; marketing goals, marketing mix strategies, costs, organization of pricing in the company. Coherence of pricing with business economics; cost controlling, company calculation system, company economic structure. External factors of pricing - market, demand, competition, legislation. The relationship between price and market demand, the impact on the economic results of the company; analysis of price elasticity, marginal analysis, the relationship between price, profit and sales volume, analysis of the influence of sales prices on the development of sales. The essence of price decision-making and risk in the company's price decision-making. Creating pricing strategies and deciding on pricing approaches; purchasing pricing decision of the company. Marketing pricing strategies for consumer and business markets; product line pricing, price differentiation, complementary products and other strategies, a behavioral approach to creating pricing strategies for consumer markets. Value and cost approach to pricing in the business. Psychological aspects of pricing; customer perceived value. The cost approach to pricing; markup, margin, target return, profitability. Price changes - price adaptation, tools of price adjustments. Competitive pricing in business markets. Price negotiation in business relations; models of price agreements in purchase contracts. National economic aspects of price development, consumer basket, price indices.

Support literature:

1. ORESKÝ, Milan – HASPROVÁ, Mária. Cena v marketingu. Vydavateľstvo EKONÓM, 2022. ISBN 978-80-225-4957-8.
2. FENDEKOVÁ, Eleonora – KUFELOVÁ, Iveta. Cena a cenové rozhodovanie. Bratislava: Wolters Kluwer, 2020. ISBN 978-80-7598-943-7.
3. ŠAGÁTOVÁ, Slávka – TÓTH, Miroslav. Nákladový controlling. Bratislava: Wolters Kluwer, 2020. ISBN 978-80-7598-906-2.

Syllabus:

1. Price position in business and price in the marketing mix, price function.
2. Internal factors of price decisions.
3. The connection of pricing with the economy of the company. Cost controlling.
4. External factors of pricing - market, demand, competition, legislation.
5. The relationship between price and market demand, the impact on the economic results of the company.
6. The essence of pricing and risk in the pricing decisions of the company.
7. Marketing pricing strategies for consumer and business markets.
8. Value and cost approach to pricing in the business. Psychological aspects of pricing.
9. Price changes - price adaptation, tools of price adjustments.
10. Competitive pricing in business markets.
11. Specific approaches to pricing in business markets, commodities, auctions, tenders, prices of capital goods.
12. National economic aspects of price development, consumer basket, price indices.
13. Practices of using price in marketing and sales.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 308

A	B	C	D	E	FX
9.42	13.31	23.7	23.38	27.27	2.92

Lecturer: doc. Ing. Milan Oreský, PhD., Ing. Mária Hasprová, PhD., Ing. Michal Vávra, PhD.**Date of the latest change:** 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21314/21	Title of course: Product Design
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 30% continuous semester assessment Combined exam: 40% semester project team presentation 30% individual written test	
Student workload: Workload: 104 hours Attendance at seminars: 26 hours Preparation for seminars and visiting design events: 26 hours Semester project preparation: 26 hours Preparation for the exam: 26 hours	
Teaching results: By completing the course, students gain knowledge about the importance of design for innovation and competitive advantage and about approaches to design management to better link marketing with design. They will get acquainted with the principles of product design, participatory design, inclusive design and the use of an interdisciplinary approach to product design based on the use of the principles of Design Thinking and the principles of gamification. They will gain knowledge about new approaches to product design, such as a design for circularity, based on the practical application of the game aimed at creating new business opportunities. They will be able to evaluate the societal benefits of product design as well as the benefits for the company and the customer. Graduates of the course will be able to use an interdisciplinary approach to designing new products, use design software for non-designers to create marketing materials. Upon successful completion of this course, students will acquire competencies that will enable them to work effectively in interdisciplinary teams in creating consumer-friendly and environmentally oriented products and create clear arguments and useful recommendations in creating product and packaging design from a marketing, environmental and societal perspective.	
Indicative content: Introduction to the course Product design. Product and competitiveness. Historical development of design and its use in product innovation. Definition of basic concepts in design theory. Creative industry. Design management. Designers approach to designing new products Design Thinking. Creating new business opportunities in the conditions of circular economy using business game	

- gamification. Working with Canva design software for non-designers. Emotional content of the design. The relationship between product design and sustainability. Social entrepreneurship using design. Business environment design. Packaging design. Perspectives of using design as competitive advantage in business.

Support literature:

1. Designum: časopis o dizajne. Bratislava: Slovenské centrum dizajnu.
2. Ellen McArthur Foundation. Design and the circular economy.
3. Engholm, I. (2020). Quick Guide to Design Thinking. Strandberg Publishing.
4. Európska komisia. Ecodesign for sustainable products.
5. Knošková, L., Garasová, P., Ševčíková, R. (2021). Dizajn produktu pri spotrebiteľskom rozhodovaní a jeho využitie vo firmách. Vydavateľstvo EKONÓM.
6. Klimczak, I. (2021). Current Trends in Quality Science – Design, Quality and Safety of Products. Łukasiewicz – Instytut Technologii Eksploatacji.
7. Nekolová, V., Veszprémi Sirotková, A., Boorová, B., Paholková, B., Prváková, M., Burns, K., & Stint, C. (2020). Design Thinking: A Practical Guide. Birmingham: DT.Uni.
8. Worren, N. (2018). Organization Design: Simplifying Complex Systems (2nd Edition). Routledge.
9. Zákon č. 444/2002 Z. z. o dizajnoch v znení neskorších predpisov

Syllabus:

1. Introduction to the course Product design. Use of design in business. Product and competitiveness. Decisive factors for the success of products on the market.
2. Historical development of design and its use in product innovation. Industrial design and its development stages. The nature of design-influenced innovations.
3. Definition of basic concepts in design theory. Design goals and functions. Means of expression. Product design evaluation.
4. The relationship between product design and sustainability. Environmental aspects of design. Ecodesign. Sustainable production. Creative industry. The relationship between creativity, design and innovation.
5. Designer approach to new product creation. Design Thinking, an interdisciplinary approach to creating new business opportunities.
6. Product design in circular economy. Designing products in circular economy - understanding circular business models. Creating business opportunities. Circular design. Gamification.
7. Emotional content of design. Product semantics. Elements and principles in design.
8. Working with Canva design software for non-designers. Creating marketing materials for a new product introduction.
9. Design management. Levels of design management. Degrees of maturity, success factors and benefits.
10. Social entrepreneurship using design. Inclusive design. Participatory design.
11. Protection of industrial property rights with a focus on design.
12. Packaging design. Elements of packaging design as a means of communication. Packaging design and sustainability.
13. Perspectives of using design as a competitive advantage in business.

Language whose command is required to complete the course:

slovenský jazyk, anglický jazyk

Notes:**Assessment of courses**

Total number of evaluated students: 34

A	B	C	D	E	FX
79.41	14.71	5.88	0.0	0.0	0.0

Lecturer: Ing. Renáta Ševčíková, PhD.

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21304/21	Title of course: Product Quality and Sustainability
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% continuous semester assessment 60% written test	
Student workload:	
Teaching results: By completing the course, students gain knowledge about the importance of quality and sustainability of products, and their quality, environmental and safety aspects from the perspective of the manufacturer, marketer and consumer. They will get acquainted with the principles and methods of evaluating the performance of products. They will get acquainted with the European strategy of a fair, healthy environmentally friendly food system - "from farm to table" and with the negative effects of food waste. They will gain knowledge about product traceability, about the quality and safety of selected food and non-food products from the consumer's point of view, about mandatory and voluntary labeling of products and consumer rights and obligations on the market. They will be able to evaluate the societal benefits of ecodesign, circular design, the transition to electromobility, a more sustainable approach to textiles and clothing and plastic products. Graduates of the course will be able to use methods of evaluating the performance of products in real life business situations. They will be able to propose utility features of products for further elaboration focusing on qualitative, safety, environmental and societal aspects with respect to consumer preferences, expressed and unexpressed needs. Critically analyze societal issues in the areas of sustainable production and consumption and consumer protection in relation to food and non-food products. Upon successful completion of the course, students will acquire competencies that will enable them to make managerial decisions about products based on knowledge of technological, environmental and societal trends, effectively cooperate in work teams in product creation and decisions related to managing individual phases of product life cycle, support decisions on vertical or horizontal integration based on insights.	
Indicative content: Introduction to the course Product Quality and Sustainability. Quality, environmental and safety requirements. Usability features. Evaluation of usability features. Sustainability and sustainable development. Designing products based on circular design, involving product reuse and recycling.	

Quality and safety of food and non-food products from the consumer's point of view. Consumer rights and obligations on the market (warranty, product complaints, withdrawal from the contract). Organic food, traditional and regional food, functional food. Food waste. Food waste reduction initiatives. Ecodesign of products with a focus on electrical appliances. Electromobility and its technological, environmental and social aspects. Plastics, their use in products, safety and environmental aspects throughout the product life cycle. Textiles and clothing. Issues of fast fashion and sustainable fashion, change in consumer behavior, the impact of the textile industry on the environment throughout the product life cycle.

Support literature:

1. Baker, C. (2022). Design for sustainability survival guide. Bis Publicatios. B.V. Netherland
2. Blum, P. (2021). Circular fashion. Orion Publication Co. UK
3. Chomová, K. (2022). Udržateľný marketing – nová éra marketingu. Vydavateľstvo EDUCATION.SUSTAINABILITY.BRATISLAVA. Bratislava
4. Chomová, K. (2023). Spoločenská zodpovednosť firiem. Vydavateľstvo EKONÓM. Bratislava
5. Krnáčová, P.- Jarossová, M.A. (2020). Tovaroznalectvo potravinárskeho tovaru: praktikum. . Vydavateľstvo EKONÓM. Bratislava
6. Koopmans, V.D. (2021). Ecodesign: A life cycle approach for a sustainable future. Hanse Publications. Germany
7. Norman, D. (2023). Design for better world. MIT Press. USA

Syllabus:

1. Introduction to the course Quality and sustainability of products. Product quality as a tool of product policy. Quality, environmental and safety requirements in the European single market and in exports and imports. Product traceability.
2. Utility features of products. Evaluation methods of utility features.
3. Sustainability and sustainable development. Principles and models of circular economy, product creation based on circular design, product reuse and recycling. Ethical side of sustainability and consumption.
4. Quality and safety of food and non-food products from the consumer's point of view (threats to product safety, mandatory and voluntary labeling of products, nutritional and energy value, sensory properties of products). Consumer rights and obligations on the market (warranty, product complaints, withdrawal from the contract).
5. Quality of organic food and non-food products from the consumer's point of view (product features, their impact on the environment, labeling).
6. Organic food, traditional and regional food, functional food. A European strategy for a fair, healthy and environmentally friendly food system - "farm to fork".
7. Wasting food. Food losses and food waste. Causes of food waste. Consequences of food waste. Food waste reduction initiatives.
8. Ecodesign of products with a focus on electrical appliances. The societal significance and consequences of labeling electrical appliances with energy labels, consumer perception of new energy classes. Product end-of-life management. Producer responsibility for electrical waste.
9. Creation of utility properties of the product for selected target groups of consumers.
10. Electromobility and its technological, environmental and social aspects. Trends in the development of electromobility in the EU.
11. Plastics, their use in products, safety and environmental aspects throughout the product life cycle. Initiatives to reduce the environmental impact of plastics.
12. Textiles and clothing. Competitiveness of the EU textile and clothing industry, focusing on high value-added products. Origin of textile raw materials, production of textile materials and clothing, distribution, sale, use, waste generation and their impact on sustainability.

13. The issue of fast fashion and sustainable fashion, a change in consumer behavior, the impact of the textile industry on the environment throughout the product life cycle.

Language whose command is required to complete the course:

Slovak

Notes:

selected seminars will be practiced by experts from business

Assessment of courses

Total number of evaluated students: 48

A	B	C	D	E	FX
47.92	22.92	18.75	8.33	2.08	0.0

Lecturer: Ing. Katarína Chomová, PhD., Ing. Renáta Ševčíková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21310/21	Title of course: Product Testing and Evaluation
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% semester work; 60% written exam;	
Student workload:	
Teaching results: Knowledge By completing the course, students will know the factors affecting the quality of food and non-food products. Subjective and objective methods used in the process of testing and evaluation of their quality. They will be able to apply the acquired knowledge and critically discuss individual evaluations, criteria and the results of their mutual comparison. They will also gain knowledge about the voluntary systems of a product quality assessment and will be able to assess the impact of packaging on products' quality. Skills By completing the course, students will be able to apply different approaches to the assessment of a product quality and the methods of a statistical processing of results. Competences Defining schemes of a conceptual solution for monitoring and improving the quality of food and non-food products.	
Indicative content: The course is oriented on the characteristics of utility properties of products and their impact on the competitiveness of companies. Factors that affect the qualitative characteristics of products in their circulation process - from the manufacturer to the consumer. Students will gain knowledge about various methods of product assessment and practical experience with their implementation in the practice. They will be able to identify product quality assessment systems and evaluate the impact of packaging on the products' quality.	
Support literature: 1. Cavalcante, J.A. M. (2022). Sensory Food Analysis. Our Knowledge Publishing. 2. Costa, Monteiro, M. J. P, Lamy, E. (2023). Sensory Evaluation and Consumer Acceptance of New Food Products: Principles and Applications (Food Chemistry, Function and Analysis). Royal Society of Chemistry.	

3. Jurgová, O., Úradníčková, J., Marenčáková, J. (2022). Potraviny a výživa II. Nitra: SPU.
4. Krnáčová, P., Jarossová, M. A. (2020). Tovaroznalectvo potravinárskeho tovaru. Bratislava: Vydavateľstvo EKONÓM.
5. Krnáčová, P., & Jarossová, M. A. (2020). Tovaroznalectvo potravinárskeho tovaru: zadania na cvičenia. Bratislava: Vydavateľstvo EKONÓM.
6. Shukla, A.K. (2022). Food Quality Analysis. Applications of Analytical Methods Coupled With Artificial Intelligence. Elsevier Science & Technology.
7. Stone, H., Bleibaum, R., N, Thomas, H. A. (2020). Sensory Evaluation Practices. Academic Press.

Syllabus:

1. Characteristics of products' utility properties and their impact on a product competitiveness.
2. Characteristics of products' utility properties online.
3. Product quality from a consumer's point of view. Factors that affect qualitative characteristics of products in their circulation process - from the manufacturer to the consumer.
4. The nature and classification of food and non-food products. The testing legislation. Different methods of testing and evaluating the products, their importance and use in a business practice. The system of assurance and attestation of conformity.
5. Subjective methods of a product quality assessment. Sensory analysis methods and the objectification of these methods.
6. Sensory sensitivity test. The testing team. Conditions for performing the sensory testing.
7. Consumer product evaluation (preference evaluation methods, product acceptance assessment methods).
8. Objective methods of product quality assessment - different types, using a suitable objective methods for testing the quality of products (considering their specific nature). The principles of sampling and the process of validating various testing methods.
9. The voluntary systems of a product quality assessment.
10. Product testing, comparing qualitative parameters of selected food and non-food products from different manufacturers, analysing relations between a product's quality and its price, as well as the testing results and their graphical interpretation. Statistical methods used in processing the results of a product quality assessment.
11. Product quality and product packaging. Different product packaging systems and their impact on the product's quality.
12. Assessment of selected packaging functions.
13. Presentations of selected types of products and of methods to evaluate their quality by experts from the business practice.

Language whose command is required to complete the course:

Slovak

Notes:

selected lectures will be presented by representatives of practice

Assessment of courses

Total number of evaluated students: 82

A	B	C	D	E	FX
63.41	28.05	7.32	1.22	0.0	0.0

Lecturer: Ing. Renáta Ševčíková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21288/21	Title of course: Product and Innovation
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 8	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20% continuous semester assessment 20% semester work 60% written exam	
Student workload: Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation for written verification of knowledge: 39 hours Preparation for the exam: 65 hours	
Teaching results: By completing the course, students will gain knowledge and practical experience in the field of product innovation, representing significant improvements in technical specifications, materials and components, systems, user approach and other functional characteristics of products and services. Within the marketing concept of product innovations, they will be able to classify them according to which product properties they also relate to according to the degree of novelty, including the principles of implementing innovation in individual phases of the product life cycle. Emphasis will be placed on the stages of development of new products and services, and on the principles of their introduction to European markets, the environmentalization of products and the labeling of their comprehensive quality in the system of circular economy. Graduates of the course will acquire skills for analysis and design of product and service innovation in the field of marketing and in general. They will understand the position and typology of products in marketing and in the intentions of value for the customer, brand, quality, design, packaging and distribution. They will be able to analyze the product life cycle in terms of its individual phases of weaknesses and innovation potential, including the implementation of the innovation process and the identification of business opportunities in the circular economy. Upon successful completion of the course, students will acquire the competence to act as managers of product innovation processes in organizations, regardless of their size and area of economic activity. They will be competent to identify the organization's innovation potential, manage the	

organization's innovation processes, ensure its sustainability and introduce new, innovative products and services to European markets in accordance with the latest quality standards and environmental regulations.

Indicative content:

Product - the concept and essence of the product in marketing. The position of the product in the marketing mix. Product decision making. Brand, quality, design and style, packaging, innovation. Product life cycle, its models and modifications. New product - concept, essence. New product development - strategy, process and marketing. Product innovation. Innovation process. Organizational innovation. Marketing innovations. Innovative potential of the organization. Typical innovation strategies. Innovation costs. The process of socio-technological transformation, consumer habits, legislation, infrastructure, networks in connection with the transition to sustainability.

Support literature:

1. DANESHJO, Naqibullah – HANULÁKOVÁ, Eva. Produkt a inovácie. Košice: Vydavateľstvo Petit s. r. o., 2021. 188s. ISBN 978-80-973836-3-3.
2. DANESHJO, Naqibullah. Manažérstvo inovácií. Košice: Vydavateľstvo Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
3. DANESHJO, Naqibullah. Riadenie inováčných procesov v organizácii. Košice: Vydavateľstvo Petit s. r. o., 2021. 101s. ISBN 978-80-973836-2-6.
4. MALEGA, Peter – DANESHJO, Naqibullah. Industrial Production Management. Germany: Vydavateľstvo RAM-Verlag. 2022. 280s. ISBN 978-3-96595-019-1.
5. TIDD, Joe – BESSANT, John. Managing innovation: integrating technological, market and organizational change. New Jersey: Vydavateľstvo Lise JohnSons. 2020. 309s. ISBN: 978-1-119-71330-2.

Syllabus:

1. Product - the concept and essence of the product in marketing. The position of the product in the marketing mix. Product typology in marketing. Product mix. Product levels and their modifications. Marketing myopia. Value for the customer. Product specifics depending on economic systems and trends. Product, vision and mission of the company.
2. Product decision making. Brand, quality, design and style, packaging, innovation.
3. Product life cycle, its models and modifications. New product - concept, essence. New product development - strategy, process and marketing. Product portfolio. Product strategies.
4. Product entities and marketing. Services, places, people, organizations, ideas.
5. The concept of innovation. Product innovation. Innovation process. Organizational innovation. Marketing innovations. New product development process. Product innovation. Marketing innovations. Product or service upgrade. The relationship between business and innovation. Differences in the perception of business opportunities, the existence and discovery of business opportunities.
6. Innovations and their implementation in companies. Creative destruction. How to extend the product life cycle. Product life cycle concept. Deming cycle (PDCA cycle). Innovation in small and medium enterprises.
7. Methods to extend the product life cycle. Competitiveness of innovated products. Preparation and planning of new products.
8. Innovative corporate culture. Innovation management. Innovative marketing. The essence of innovation management. Innovation management tasks and functions.
9. Innovative potential of the organization. The force field of innovation. Driving forces of innovation development. Sources of innovative ideas. Innovation opportunities.
10. Sustainability and innovation. The relationship between the circular economy and innovation. Creation of product innovations in the conditions of circular economy. Typical innovation

strategies. Innovation costs. The process of socio-technological transformation, consumer habits, legislation, infrastructure, networks in connection with the transition to sustainability.

11. Innovations and their support in the conditions of the Slovak Republic and the EU. The current state of innovation and innovation trends in the EU. Support in the field of innovation in the Slovak Republic.

12. Stages of product innovation. Competitiveness of innovated products. Methodical tools for the preparation of innovations. Innovation in management.

13. Innovation in services. Service process. Quality innovation.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 306

A	B	C	D	E	FX
18.63	31.05	27.78	14.38	4.25	3.92

Lecturer: prof. Ing. Naqibullah Daneshjo, PhD., Ing. Barbara Barilová, Ing. Dominika Popovičová, Ing. Renáta Ševčíková, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21296/21	Title of course: Retail Development Trends
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 20 % Continuous semester evaluation 20 % The semester work 60 % The examination	
Student workload:	
Teaching results: An understanding of current development trends in retail and innovations in the retail sector, how to identify them, to analyze them and to manage them in the future. Knowledge areas: Gaining knowledge on current and emerging trends and innovations that have an impact on competitiveness in the retail sector; they have the intellectual ability to identify problems and new phenomena in retail and to formulate opinions and suggestions for specific problems and innovations reflected in the strategic planning of retail; to understand the impact of current and emerging trends in retail sector from macro perspective; to be able to evaluate whether and how profitable use opportunities in retail business. Skills: To develop the ability to identify an early trends and innovations in the field of retail management and to identify within them business opportunities; the ability to process analysis of impact and consequences of new trends and emerging retail innovation; to utilize integrative thinking in project management and implementation – using combination of study and best practice knowledge. Competences: To become “searcher of the trends” to read economic and other reports and news in terms of the implications for retail; to use research skills to obtain information and knowledge on the issue of retail developments, current trends and innovations.	
Indicative content: Theoretical basis of the modern retail trade. Main aspects of retailing and retail networks at present. Current trends in retailing. Processes of concentration and globalization in retail. Impact on the consumer’s behavior.	
Support literature: 1. The study literature and the study texts prepared by the teachers.	

2. KOTLER, P. # KELLER, K. L. 2013. Marketing management. Praha: Grada Publishing, 14. vydanie, 2013. 814 s. ISBN 978-80-247-4150-5.
3. LESÁKOVÁ a kol. 2014. Strategický marketing. Bratislava: Sprint 2, 2014. 349 s. ISBN 978-80-89710-07-2.

Syllabus:

1. Retail. The basic terms. The basic characteristic.
2. Retail sale. The current status. The new forms.
3. The life cycle of the forms and types of the retail.
4. Retail without sale spaces.
5. The competition in the branch.
6. The retail operators and growing share of big retailers.
7. The changes of consumer behavior. The consumer organizations. The position of EuroCommerce.
8. The global trends affecting the retail.
9. Omnichannel, multichannel vs. the hyper segmentation.
10. The existence vision and the reality of retail in 21st century.

Language whose command is required to complete the course:

Slovak, English

Notes:

Selected lectures will be presented by representatives of practice

Assessment of courses

Total number of evaluated students: 91

A	B	C	D	E	FX
49.45	43.96	4.4	1.1	1.1	0.0

Lecturer: doc. Ing. Jozef Orgonáš, PhD., MBA, doc. Ing. Milan Oreský, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KŠ FHI/OID22801/21	Title of course: Selected Chapters from Mathematics and Statistics
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Final written test 100%	
Student workload: Participation in exercises – 52 Preparing for exercise – 52 Exam preparation – 52 Total – 156	
Teaching results: The primary educational objective of the course is: - understanding the basic principle of infinitesimal calculus and its simple applications in economy, - understanding the basic principle of theory of probability and random variable, - provide an explanation of the basic statistical methods, - to teach students to select and apply appropriate statistical methods to solve practical problems. - teach students to correctly interpret the results obtained. A successful graduate of the course gained knowledge and skills of: - infinitesimal calculus and theory of probability, necessary for the study of other economic subjects, - application of basic statistical methods, which form the basis for decision-making in all areas of economic practice.	
Indicative content: Function of one variable. Functions of economic analysis. Limit and continuity of function. Infinitesimal and its economic applications. The definition of probability. Repeated dependent and independent events. Discrete and continuous random variables. Distribution of discrete and continuous random variable. Presentation of statistical data. Descriptive statistics. Statistical Inference Methods about the parameters of one set of data. Investigation of linear relationships of two variables using regression and correlation analysis. Categorical Data Analysis. Descriptive analysis of time series. Individual and aggregate indices and differences.	
Support literature: 1. KADEROVÁ, A. - KRÁTKA, Z. - KRČOVÁ, I. - MUCHA, V. - ŠOLTÉSOVÁ, T. (2020). Matematika pre ekonómov. Bratislava: Letra Edu.	

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

Syllabus:

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

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 516

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

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

Date of the latest change: 01.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 397

NZ	Z
4.03	95.97

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. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

Literature according to the topic of the final work. Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.	
Syllabus:	
Language whose command is required to complete the course: Slovak	
Notes:	
Assessment of courses Total number of evaluated students: 329	
NZ	Z
4.26	95.74
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. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.	

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21301/21	Title of course: Sensory Marketing
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: 40% active participation, solving practical tasks, continuous verification of knowledge; 60% written exam.	
Student workload:	
Teaching results: After completing the course, students have generic knowledge of sensory marketing. They will get acquainted with the specifics of the application of individual senses in the marketing environment. Graduates of the course have a generic theoretical overview of the subject and at the same time have knowledge of practical applications. Students acquire a knowledge base focused on aroma marketing, tactile marketing, audio marketing and visual marketing. I can comprehensively use elements of sensory marketing in individual elements of the marketing mix. The graduate of the course acquires skills of applying the acquired knowledge to fulfill tasks and solve problems in the field of sensory marketing as well as in areas related to it. Due to the highly practical approach to the subject matter, graduates have an extended overview of marketing science in the context of the sensory apparatus. The graduate will thus gain a competitive advantage in the labor market. Upon successful completion of this course, students are able to use elements of sensory perception as an effective marketing tool. Understand the possibilities of application potential of sensory marketing. Since the emphasis of the subject is on practical application, the graduate will gain the ability to apply knowledge in the practical level. The successful graduate thus acquires competencies that can be used as an entrepreneur, a member of the marketing department, but also as a marketing manager.	
Indicative content: Introduction to sensory marketing. Elements of sensory marketing. Sensory marketing mix. Scent marketing. Tactile marketing. Marketing taste. Audio marketing. Visual marketing. Multisensory marketing. Specifics of sensory marketing. Sensory marketing in consumer behavior. Sensory marketing as a brand building tool. Sensory marketing and marketing mix.	
Support literature: 1. ČVIRIK, Marián a Eva HANULÁKOVÁ. Zmyslový marketing. Bratislava: Vydavateľstvo EKONÓM, 2021, 124 s. ISBN 978-80-225-4888-5.	

2. HULTÉN, Bertil. Sensory Marketing: An Introduction. SAGE Publications Ltd; 1st edition, 2020, 240 p. ISBN 978-1526423252.
3. RAMESH, Novnish. The use of Sensory Marketing and its effect on Consumer Behavior. Editions Universitaires Europeennes, 2019, 100p. ISBN: 978-6138456544.
4. ŽÁK, Štefan, Dagmar KLEPOCHOVÁ, Janka KOPANIČOVÁ a Dana VOKOUNOVÁ. Spotrebiteľské správanie. Bratislava: Sprint 2, 2022, 391 s. ISBN 978-80-89710-57-7.

Syllabus:

1. Introduction to sensory marketing. Senses as the basis of sensory marketing.
2. Sensory marketing mix.
3. Scent marketing. Aroma marketing.
4. Tactile marketing.
5. Taste marketing.
6. Audio marketing.
7. Music in marketing.
8. Visual marketing.
9. Multisensory marketing.
10. Specifics of sensory marketing.
11. The place of the consumer and the customer in sensory marketing.
12. Sensory marketing in terms of brand management.
13. Sensory marketing and marketing mix.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 140

A	B	C	D	E	FX
85.0	9.29	5.71	0.0	0.0	0.0

Lecturer: Ing. Marián Čvirik, PhD.

Date of the latest change: 01.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Slovak language/English language

Notes:

Completion of summer/ winter physical education course/camp

Assessment of courses

Total number of evaluated students: 871

NZ	Z
0.0	100.0

Lecturer: ;Mgr. Katarína Péliová, PhD.

Date of the latest change: 21.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

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

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

Syllabus:

Language whose command is required to complete the course:

Slovak language/English language

Notes:

Completion of summer/ winter physical education course/camp

Assessment of courses

Total number of evaluated students: 983

NZ	Z
0.0	100.0

Lecturer: ;Mgr. Katarína Péliová, PhD.

Date of the latest change: 21.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Commerce					
Course code: SS OF/ BŠ21BM_040/22		Title of course: State Exam			
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present					
Number of credits: 10					
Recommended semester/trimester of study: 5., 6..					
Degree of study: I.					
Prerequisites:					
Requirements to complete the course:					
Student workload:					
Teaching results:					
Indicative content:					
Support literature:					
Syllabus:					
Language whose command is required to complete the course:					
Notes:					
Assessment of courses Total number of evaluated students: 86					
A	B	C	D	E	FX
47.67	12.79	12.79	10.47	12.79	3.49
Lecturer:					
Date of the latest change: 16.02.2023					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					