

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22024/22	Title of course: 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: KEM PHF/PPEM22507/22-Business Economics	
Requirements to complete the course: Evaluation: together for term 100% · continuous tests - written work number of points 40, continuous tests - written work number of points 40, continuous written test 40% 21 points are needed for continuous evaluation · written exam - final written test 60 points (continuous example from the basics of accounting) 60%	
Student workload: · participation in consultations - 26 hours · participation in self-study - 26 hours, · preparation for consultation - 20 hours · preparation for the semester test - 18 hours · preparation for the exam - 66 hours Total: 156 hours	
Teaching results: The aim of the course is to master the basics of simple accounting, the basic principle of double-entry bookkeeping with a focus on assets, sources of property financing, their valuation at the beginning of the accounting period and at the end of the accounting period so that in the next semester teaching can continue. Knowledge: an overview of the legal regulation of accounting, an understanding of the basic principles of the simple accounting system, an understanding of the dual view of assets in the double-entry bookkeeping system and the acquisition of the basic principles of double-entry bookkeeping in accounting for assets, liabilities, costs and revenues. Competences: acquired knowledge and skills from the basics of accounting are a necessary basis for obtaining specific knowledge for bookkeeping in organizations with a closer focus on double-entry bookkeeping of business entities. Skills: application of the principles of the double-entry bookkeeping system when accounting in the accounts of assets, liabilities, costs and revenues. The procedure for closing the accounts at the end of the accounting period and transferring the final balances and closing balances to the closing accounts from which and preparing the financial statements.	
Indicative content:	

Lectures:

1. Introduction to accounting. The place of accounting in the company's information system.
2. Legal regulation. Simple accounting system.
3. Company assets and sources of property financing. Balance sheet - form, content, types.
4. Changes in balance sheets.
5. Accounting in balance sheet accounts.
6. Accounting in profit and loss accounts.
7. Types of accounts.
8. Accounting documentation.
9. Framework chart of accounts and chart of accounts.
10. Accounting entries - checking the correctness of accounting entries.
11. Opening and closing of books.
12. Accounting forms and their development.
13. Financial statements and closing.

Seminars:

1. Introduction to accounting
2. Act on Accounting.
3. Accounting in simple accounting - money diary.
4. Inventory of assets, inventory of sources of asset coverage
5. Compilation of balance sheet
6. Balance sheet in motion - non-operating economic operations.
7. Balance sheet in motion and profit and loss account (operating operations).
8. Accounting on balance sheet accounts.
9. Accounting on balance sheet and profit and loss accounts.
10. Documents - work with documents.
11. Checking the formal correctness of accounting entries - tabular balance sheet.
12. Solution of a complex example.
13. Continuous evaluation.

Support literature:

1. MANOVÁ, E.: Základy účtovníctva. Učebné texty. Bratislava: Ekonóm, 2010. ISBN 978-80-225-3108-5
2. MANOVÁ, E.: Základy účtovníctva. Praktikum. Bratislava: Ekonóm, 2018. ISBN 978-80-225-4758-1
3. MANOVÁ, E., NIŽNÍKOVÁ, Z., FERANECOVÁ, A.: Podvojný účtovníctvo podnikateľských subjektov. Príprava na štátnu skúšku. Bratislava: Vydavateľstvo EKONÓM, 2016. ISBN 978-80-225-4361-3.
4. Zákon č. 431/2002 Z. z. o účtovníctve v platnom a účinnom znení
5. Opatrenie MF SR č. 23054/2002-92, ktorým sa ustanovujú podrobnosti o postupoch účtovania a rámcovej účtovej osnove pre podnikateľov účtujúcich v sústave podvojného účtovníctva v platnom a účinnom znení
6. NISHAT AZMAT, ANDY LYMER: Basic Accounting: Teach Yourself . 2015. ISBN: 9781473609136
7. ROBERT PERKS : Accounting for non-specialists. 2013 McGraw-Hill Education - Europe. ISBN 0077139135
8. MÁZIKOVÁ, K. – BOUŠKOVÁ, D. – MATEÁŠOVÁ, M.: Účtovníctvo A. Učebný text. Bratislava: Iura Edition, 2009, 198 s. ISBN 978-80-807-8294-8
9. ŠLOSÁROVÁ, A. a kol.: Účtovníctvo. Wolters Kluwer. 2016. ISBN 978-80-8168-444-9

Syllabus:

Lectures:

1. Introduction to accounting. The place of accounting in the company's information system.
2. Legal regulation. Simple accounting system.
3. Company assets and sources of property financing. Balance sheet - form, content, types.
4. Changes in balance sheets.
5. Accounting in balance sheet accounts.
6. Accounting in profit and loss accounts.
7. Types of accounts.
8. Accounting documentation.
9. Framework chart of accounts and chart of accounts.
10. Accounting entries - checking the correctness of accounting entries.
11. Opening and closing of books.
12. Accounting forms and their development.
13. Financial statements and closing.

Seminars:

1. Introduction to accounting
2. Act on Accounting.
3. Accounting in simple accounting - money diary.
4. Inventory of assets, inventory of sources of asset coverage
5. Compilation of balance sheet
6. Balance sheet in motion - non-operating economic operations.
7. Balance sheet in motion and profit and loss account (operating operations).
8. Accounting on balance sheet accounts.
9. Accounting on balance sheet and profit and loss accounts.
10. Documents - work with documents.
11. Checking the formal correctness of accounting entries - tabular balance sheet.
12. Solution of a complex example.
13. Continuous evaluation.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 35

A	B	C	D	E	FX
14.29	11.43	17.14	31.43	25.71	0.0

Lecturer: Ing. Zuzana Kudlová, PhD., doc. Ing. Eva Manová, PhD.

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22044/22	Title of course: Accounting in Organizations
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: 4.	
Degree of study: I.	
Prerequisites: KFRP PHF/PPF22024/22-Accounting	
Requirements to complete the course: Rating: total for the term 100% continuous tests written exam continuous assessment: written work - number of points 40 (2 written works of 20 points each) minimum required number of points 21 final evaluation: written exam - number of points 60 minimum required number of points 31 (51% out of 60 points) Continuous assessment 40% written exam - final written test (continuous example from double-entry bookkeeping in organizations) 60%	
Student workload: 156 hours: participation in lectures - 26 hours participation in exercises - 26 hours, preparation for exercises - 24 hours preparation for the semester test - 20 hours preparation for the exam - 60 hours	
Teaching results: The aim of the course is to provide the basic characteristics and content of individual accounting classes according to the general chart of accounts and accounting procedures for entrepreneurs. Posting on the accounts of individual account classes, determining the economic result in the structure according to the accounting procedures for entrepreneurs. At the same time to acquaint students with the general principles of financial statements for entrepreneurs, namely the balance sheet, profit and loss statement and notes. Knowledge: After completing the course, the student masters the theoretical and practical context of accounting for assets, liabilities, equity, costs, revenues. He knows the procedure of double-entry bookkeeping in the practice of business entities, theoretical and practical principles of preparation of financial statements and preparation of financial statements. Competences: By evaluating the level of knowledge and skills, the student is familiar with economic information in accounting, management and methodological functions of accounting, financial decision-making and financial control. They will evaluate the acquired knowledge in the analysis and interpretation of basic economic and financial relations of business entities.	

Skills:

the student is oriented in the issue of double-entry bookkeeping in terms of current legislation. He is skilled in the areas of documentation of accounting cases and their accounting. He specializes in the acquisition, valuation and accounting of assets, depreciation and disposal of fixed assets. He controls the keeping of analytical records and accounting of financial assets, receivables and liabilities. Understands the accounting of taxes, is familiar with the accounting of costs and revenues and in determining the profit or loss of the company by activity.

Indicative content:

Lectures:

Chart of accounts for entrepreneurs. Principles applied in its construction. Posting to Accounts Class 2 - Financial Accounts.

Account class 0 - Long-term assets - long-term intangible assets, long-term tangible assets - characteristics, valuation, acquisition, depreciation, disposal.

Account class 0 - Long-term assets - long-term financial assets.

Accounting class 1 - Inventories - types, valuation, procurement, consumption (sales). Inventory of stocks.

Accounting class 3 - Settlement relations - accounting of receivables and payables.

Accounting class 3 - Settlement relations - settlement with employees and social insurance and health insurance bodies, accounting of taxes and subsidies.

Account class 4 - Capital accounts and long-term liabilities - share capital and capital funds, funds formed from profit and transferred economic results, economic result.

Account class 4 - Capital accounts and long-term liabilities - reserves, bank loans, long-term liabilities and liabilities from the social fund, deferred tax liability and deferred tax receivable, accounting with a natural person - entrepreneur.

Accounting class 5 - Costs - structure and accounting.

Accounting class 6 - Revenues - structure and accounting.

Accruals and deferrals.

12. The result of the company - its survey, structure, accounting.

13. Accounting for the lease of fixed assets in the form of a finance lease.

Seminars

Cash accounting: treasury, securities, bank accounts, short-term bank loans, discount loans, issued short-term bonds and other short-term financial assistance, short-term financial assets, provisions for short-term financial assets.

Accounting for the acquisition of long-term intangible and long-term tangible assets. Depreciation of fixed assets.

Decommissioning of fixed assets. Long - term financial assets. Provisions for fixed assets.

Accounting for Inventories Method A and Method B.

Accounting for receivables and payables, taxes and subsidies.

Payroll accounting and settlement with social insurance and health insurance authorities. Interim evaluation I.

Accounting in accounts of account class 4 - Capital accounts and long-term liabilities - share capital and capital funds, funds formed from profit and transferred economic results, economic result.

Accounting on accounts of account class 4 - Capital accounts and long-term liabilities - reserves, bank loans, long-term liabilities and liabilities from the social fund, deferred tax liability and deferred tax receivable, accounting with a natural person - entrepreneur.

9. Cost accounting - costs of economic activity, costs of financial activity.

10. Revenue recognition - income from economic activity, income from financial activity.

11. Accruals and deferrals. Accounting for deferred costs and revenues, deferred expenses and income. Complex costs of future periods.

12. Interim evaluation II.

13. Determining the economic result of the company. Comprehensive example with financial statements on accounts 702 - Final balance sheet account and 710 - Profit and loss account.

Support literature:

Elementary literature:

1. MANOVÁ, E., NIŽNÍKOVÁ, Z., FERANECOVÁ, A.: Podvojný účtovníctvo podnikateľských subjektov. Príprava na štátnu skúšku. Bratislava: Vydavateľstvo EKONÓM, 2016. ISBN 978-80-225-4361-3.
2. MANOVÁ, E.: Podvojný účtovníctvo podnikateľských subjektov Praktikum. Bratislava: Ekonóm, 2013. ISBN 978-80-225-381-8
3. CENIGOVÁ, A.: Podvojný účtovníctvo pre podnikateľov. Bratislava: CENIGA, 2020. ISBN 9788097327415.
4. Zákon č. 431/2002 Z. z. o účtovníctve v platnom a účinnom znení
5. Opatrenie MF SR č. 23054/2002-92, ktorým sa ustanovujú podrobnosti o postupoch účtovania a rámcovej účtovej osnove pre podnikateľov účtujúcich v sústave podvojného účtovníctva v platnom a účinnom znení

Supplementary literature:

1. HOGGETT, J.: Financial Accounting. John Wiley & Sons Australia Ltd. 2015. ISBN (EAN): 9781118608203
2. ŽÁROVÁ M., PEPRNÍČKOVÁ M., VAŠEK L., VÁCHA P.: Essentials of Financial Accounting for non-specialists. University of Economics, Prague. 2017. ISBN 978-80-245-2187-9.
3. MANOVÁ, E.: Podvojný účtovníctvo v obchodných podnikoch. Bratislava: Ekonóm, 2011, 110 s. 978-80-225-3321-8.
4. ŠLOSÁROVÁ, A. a kol.: Účtovníctvo. Wolters Kluwer. 2016. ISBN 978-80-8168-444-9

Syllabus:

Lectures:

Chart of accounts for entrepreneurs. Principles applied in its construction. Posting to Accounts Class 2 - Financial Accounts.

Account class 0 - Long-term assets - long-term intangible assets, long-term tangible assets - characteristics, valuation, acquisition, depreciation, disposal.

Account class 0 - Long-term assets - long-term financial assets.

Accounting class 1 - Inventories - types, valuation, procurement, consumption (sales). Inventory of stocks.

Accounting class 3 - Settlement relations - accounting of receivables and payables.

Accounting class 3 - Settlement relations - settlement with employees and social insurance and health insurance bodies, accounting of taxes and subsidies.

Account class 4 - Capital accounts and long-term liabilities - share capital and capital funds, funds formed from profit and transferred economic results, economic result.

Account class 4 - Capital accounts and long-term liabilities - reserves, bank loans, long-term liabilities and liabilities from the social fund, deferred tax liability and deferred tax receivable, accounting with a natural person - entrepreneur.

Accounting class 5 - Costs - structure and accounting.

Accounting class 6 - Revenues - structure and accounting.

Accruals and deferrals.

12. The result of the company - its survey, structure, accounting.

13. Accounting for the lease of fixed assets in the form of a finance lease.

Seminars

Cash accounting: treasury, securities, bank accounts, short-term bank loans, discount loans, issued short-term bonds and other short-term financial assistance, short-term financial assets, provisions for short-term financial assets.

Accounting for the acquisition of long-term intangible and long-term tangible assets.

Depreciation of fixed assets.

Decommissioning of fixed assets. Long - term financial assets. Provisions for fixed assets.

Accounting for Inventories Method A and Method B.

Accounting for receivables and payables, taxes and subsidies.

Payroll accounting and settlement with social insurance and health insurance authorities. Interim evaluation I.

Accounting in accounts of account class 4 - Capital accounts and long-term liabilities - share capital and capital funds, funds formed from profit and transferred economic results, economic result.

Accounting on accounts of account class 4 - Capital accounts and long-term liabilities - reserves, bank loans, long-term liabilities and liabilities from the social fund, deferred tax liability and deferred tax receivable, accounting with a natural person - entrepreneur.

9. Cost accounting - costs of economic activity, costs of financial activity.

10. Revenue recognition - income from economic activity, income from financial activity.

11. Accruals and deferrals. Accounting for deferred costs and revenues, deferred expenses and income. Complex costs of future periods.

12. Interim evaluation II.

13. Determining the economic result of the company. Comprehensive example with financial statements on accounts 702 - Final balance sheet account and 710 - Profit and loss account.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
0.0	5.88	35.29	17.65	41.18	0.0

Lecturer: Ing. Zuzana Kudlová, PhD., doc. Ing. Eva Manová, PhD.

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22034/22	Title of course: Basics of Law
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Continuous assessment: <ul style="list-style-type: none">· Written exam: 30 %· Individual presentation: 10 %· Combined final test: 60 %	
Student workload: 156 hours in total, of which: <ul style="list-style-type: none">· 26 hours participation in lectures· 26 hours participation in exercises· 26 hours preparation for exercises· 26 hours preparation for semester tests· 52 hours preparation for the exam	
Teaching results: The aim of the course is to acquire a systematic overview and basic orientation in the field of the basics of law, both within the Slovak legal order and EU law. Acquire knowledge of central institutes and relations in the legal branches regulating economic relations. Knowledge: <ul style="list-style-type: none">· acquisition of basic knowledge of all legal branches of the Slovak legal system with emphasis on understanding the basic concepts and legal categories,· understanding of the essential contexts, principles and theories of the legal order in the current social and economic context,· understanding the importance of legal regulation of economic relations in their complexity. Competences: <ul style="list-style-type: none">· professional competencies acquired through a comprehensive orientation in the legal order of the Slovak Republic and partly also in European law,· personnel competencies deepened by the application of legal regulation to ordinary legal acts of a university-educated economist,· social competences developed through the solution of application problems in the context of the ethical dimension of law. Skills:	

· acquisition of analytical skills for working with legal texts and orientation in the system of legal regulations, · the ability to adequately interpret legislation, in both economic and legal contexts, · the ability to correctly apply legal norms to solve a specific legal problem.

Indicative content:

Lectures:

1. Basic legal concepts, conceptual definition of law, sources of law, legal norms.
2. Normative legal acts, individual legal acts, legal relationship.
3. Bodies of state power and administration. Bodies of the European Union.
4. Selected institutes of labor law.
5. Responsibility, definition of liability.
6. Constitutional principles of work of the courts, the Court of Justice, Prosecution and its Organization Prosecutor's supervision, criminal proceedings, courts and prosecutors, courts system.
7. Civil proceedings.
8. Business Law.
9. Industrial Property Rights.
10. The regulation of private business people, trade law.
11. Enterprise and its business name, business name protection, conduct of the undertaking.
12. Trading Companies.
13. Insolvency Law.

Seminars:

1. The structure of law, types of law, force and effect of law, the scope of law, the application of legal norms, interpretation of the law, analogy. Characteristics of European Union law. Primary and secondary sources of EU.
2. Entity relationship, relationship building, legal facts, legal safeguards laws, rights system.
3. National Council of the Slovak Republic, the Government, ministries and other central government bodies, local authorities, local government authorities.
4. Participants in labor relations, employer, employees, employment contracts and employment creation, selection, appointment, change of employment, termination of employment, agreement, notice, immediate abolition, working time, rest periods, wages, remuneration and expenses.
5. Administrative liability, criminal liability, commercial liability, employment liability, employee liability for damage caused to the organization, the employer's responsibility for the damage. Prosecutor's supervision, criminal proceedings, courts and prosecutors, courts system, The power and jurisdiction of the courts in civil proceedings, the parties, a court 1 degree, remedies, enforcement and execution, costs, legal aid lawyers.
6. The concept and scope of commercial law, commercial law role in the regulation of social relations in the economy, the relationship Civil and Commercial Law, Commercial Code, its structure and relationship to the Civil Code.
7. Overview of legal regulation of industrial property, industrial property characteristic, trademarks, utility models.
8. Acquisition, change, revoke the business under the Trade Act, other conditions to the business.
9. Enterprise and its business name, business name protection, conduct of the undertaking
10. Trade secrets, foreign business entities in SR, business registration.
11. Characteristics of companies, Formation of the company, cancellation and termination of the company.
12. Characteristics of terms liquidation, bankruptcy, restructuring. Bankruptcy proceedings.
13. Individual presentations. Continuous test.

Support literature:

Elementary literature:

1. HOLUB, D. a kol. 2016. Základy práva pre ekonómov. Bratislava: Wolters Kluwer SR s.r.o., 2016. 356 s. ISBN 978- 80-8168-513-2
2. HOLUB, D. a kol. 2018. Praktikum k základom práva pre ekonómov. Bratislava: Wolters Kluwer, 2018. ISBN 978-80-8168-909-3
3. KROPAJ, M. a kol. 2017. Základy obchodného práva pre ekonómov. Bratislava: Wolters Kluwer, 2017. ISBN 978-80-8168-727-3
4. KROŠLÁK, D., BALOG, B., SURMAJOVÁ, Ž. 2020. Teória štátu a práva. Bratislava: Wolters Kluwer, 2020. ISBN 978-80-5710-275-5

Supplementary literature:

1. OVEČKOVÁ, O., CSACH, K., ŽITŇANSKÁ, L. 2020. Obchodné právo 2. Obchodné spoločnosti a družstvo. Bratislava: Wolters Kluwer, 2020. ISBN 978-80-571-0291-5
2. LUKÁČKA, P. 2019. Kategória zodpovednosti a zodpovedné podnikanie v právnom prostredí Slovenskej republiky. Bratislava: Wolters Kluwer, 2019. ISBN 978-80-571-0080-5
3. Aktuálne právne predpisy v rámci právneho poriadku SR a práva EÚ
4. OSINA, P. 2017. Legal Theory. Praha: Leges, 2017. ISBN 978-80-7502-223-3

Syllabus:

Lectures:

1. Basic legal concepts, conceptual definition of law, sources of law, legal norms.
2. Normative legal acts, individual legal acts, legal relationship.
3. Bodies of state power and administration. Bodies of the European Union.
4. Selected institutes of labor law.
5. Responsibility, definition of liability.
6. Constitutional principles of work of the courts, the Court of Justice, Prosecution and its Organization Prosecutor's supervision, criminal proceedings, courts and prosecutors, courts system.
7. Civil proceedings.
8. Business Law.
9. Industrial Property Rights.
10. The regulation of private business people, trade law.
11. Enterprise and its business name, business name protection, conduct of the undertaking.
12. Trading Companies.
13. Insolvency Law.

Seminars:

1. The structure of law, types of law, force and effect of law, the scope of law, the application of legal norms, interpretation of the law, analogy. Characteristics of European Union law. Primary and secondary sources of EU.
2. Entity relationship, relationship building, legal facts, legal safeguards laws, rights system.
3. National Council of the Slovak Republic, the Government, ministries and other central government bodies, local authorities, local government authorities.
4. Participants in labor relations, employer, employees, employment contracts and employment creation, selection, appointment, change of employment, termination of employment, agreement, notice, immediate abolition, working time, rest periods, wages, remuneration and expenses.
5. Administrative liability, criminal liability, commercial liability, employment liability, employee liability for damage caused to the organization, the employer's responsibility for the damage.
Prosecutor's supervision, criminal proceedings, courts and prosecutors, courts system,

The power and jurisdiction of the courts in civil proceedings, the parties, a court 1 degree, remedies, enforcement and execution, costs, legal aid lawyers.

6. The concept and scope of commercial law, commercial law role in the regulation of social relations in the economy, the relationship Civil and Commercial Law, Commercial Code, its structure and relationship to the Civil Code.

7. Overview of legal regulation of industrial property, industrial property characteristic, trademarks, utility models.

8. Acquisition, change, revoke the business under the Trade Act, other conditions to the business.

9. Enterprise and its business name, business name protection, conduct of the undertaking

10. Trade secrets, foreign business entities in SR, business registration.

11. Characteristics of companies, Formation of the company, cancellation and termination of the company.

12. Characteristics of terms liquidation, bankruptcy, restructuring. Bankruptcy proceedings.

13. Individual presentations. Continuous test.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 555

A	B	C	D	E	FX
62.52	27.39	5.23	2.7	1.98	0.18

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

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KEM PHF/ PPEM22507/22	Title of course: Business 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: <ul style="list-style-type: none">• preliminary assessment: individual work, preliminary tests – 40%• final assessment: written exam – 60%	
Student workload: <ul style="list-style-type: none">• participation at lectures – 26 hrs.• participation at seminars – 26 hrs.• preparation for seminars – 13 hrs.• preparation for preliminary tests – 13 hrs.• preparation for the final exam - 52 hrs. Total: 130 hrs.	
Teaching results: <p>The aim of the course is to provide basic theoretical and professional knowledge of a comprehensive complex of business economics about production factors, transformation process and economic results. The course provides a comprehensive view of the functions and activities of the company so that the student can understand the basic principles of its operation. In addition to mastering the basic conceptual apparatus, the aim of the course is to acquaint students with the interconnectedness and complexity of relationships in business practice, regardless of the sectoral affiliation of the company.</p> Knowledge: <ul style="list-style-type: none">• basic knowledge of the nature of the company in its various forms, business goals and the life cycle of the company,• knowledge of the classification of business production factors and the nature of business activities• understanding of the business transformation process in terms of its substance and value aspect as well. Skills: <ul style="list-style-type: none">• carrying out basic business analyzes in the field of human resources, company assets, costs and business activities,• interpretation of basic economic indicators,	

- critical evaluation of the business process and proposal of recommendations towards the achievement of business goals while maintaining the economy and efficiency of the use of business resources.

Competences:

- an ability to analyze and solve basic problems of business economy,
- an ability of analytical economic thinking,
- a consistency and independence in solving tasks.

Indicative content:

Lectures:

1. The essence of the company, the environment and the goals of the company. Business location. Life cycle.
2. Typology of companies.
3. Association of undertakings and protection of competition.
4. Business transformation process. Production factors of the company.
5. Company workforce and labor productivity.
6. Property of the company, its classification.
7. Long-term assets of the company.
8. Short-term assets of the enterprise.
9. Business costs.
10. Purchase of material inputs.
11. Production activity of the company.
12. Product sales.
13. Economic results of the company.

Seminars:

1. Enterprise, entrepreneur, entrepreneurship.
2. Business risk. Business environment. Business goals.
3. Distribution of profit in different legal forms of enterprise – part 1.
4. Distribution of profit in different legal forms of enterprise – part 2.
5. Classification of production factors. Methods of calculating the need for workers.
6. Preliminary test 1. Methods of calculating the need for workers and labor productivity, remuneration of workers.
7. Valuation, depreciation, depreciation and use of long-term assets.
8. Short-term assets of the company - standards and indicators of the use of short-term assets.
9. Business costs.
10. Purchase of material inputs - calculation of the time of the order, optimal delivery, delivery cycle.
11. Calculation of production capacity.
12. Preliminary test 2. Product sales.
13. Calculation of profit and profitability indicators.

Support literature:

Elementary literature:

1. MAJDÚCHOVÁ, H. a kol. 2020. Podnikové hospodárstvo. Bratislava : Wolters Kluwer, 2020. ISBN 978-80-571-0271-7.
2. MAJDÚCHOVÁ, H. a kol. 2020. Podnikové hospodárstvo. Praktické príklady a kontrolné testy. Bratislava : Wolters Kluwer, 2020. ISBN 978-80-571-0164-2.

Supplementary literature:

3. SAMUELSON, W. F. – MARKS, S. G. – ZAGORSKY, J. L. 2021. Managerial Economics. Hoboken : John Wiley & Sons, 2021. ISBN 978-1-119-55491-2.
4. ARYASRI, A: R. 2020. Business Economics and Financial Analysis. McGraw-Hill Education, 2020. ISBN 978-93-5316-982-4.

5. THOMAS, CH. R. – SHUGHART, W. F. 2013. The Oxford Handbook of Managerial Economics. Oxford : Oxford University Press, 2013. ISBN 978-1-19-978295-6.
6. MAJDÚCHOVÁ, H. – RYBÁROVÁ, D. 2019. Podnikové hospodárstvo pre manažérov. Bratislava : Wolters Kluwer, 2019. ISBN 978-80-571-0035-5.
7. MAJDÚCHOVÁ, H. – NEUMANNOVÁ, A. 2014. Podnik a podnikanie. Bratislava : Sprint dva, 2014. ISBN 978-80-8971-004-1.

Syllabus:

Lectures:

1. The essence of the company, the environment and the goals of the company. Business location. Life cycle.
2. Typology of companies.
3. Association of undertakings and protection of competition.
4. Business transformation process. Production factors of the company.
5. Company workforce and labor productivity.
6. Property of the company, its classification.
7. Long-term assets of the company.
8. Short-term assets of the enterprise.
9. Business costs.
10. Purchase of material inputs.
11. Production activity of the company.
12. Product sales.
13. Economic results of the company.

Seminars:

1. Enterprise, entrepreneur, entrepreneurship.
2. Business risk. Business environment. Business goals.
3. Distribution of profit in different legal forms of enterprise – part 1.
4. Distribution of profit in different legal forms of enterprise – part 2.
5. Classification of production factors. Methods of calculating the need for workers.
6. Preliminary test 1. Methods of calculating the need for workers and labor productivity, remuneration of workers.
7. Valuation, depreciation, depreciation and use of long-term assets.
8. Short-term assets of the company - standards and indicators of the use of short-term assets.
9. Business costs.
10. Purchase of material inputs - calculation of the time of the order, optimal delivery, delivery cycle.
11. Calculation of production capacity.
12. Preliminary test 2. Product sales.
13. Calculation of profit and profitability indicators.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 48

A	B	C	D	E	FX
12.5	35.42	25.0	14.58	12.5	0.0

Lecturer: Ing. Michaela Bruothová, PhD., prof. Ing. Michal Pružinský, CSc.

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22014/22	Title of course: Business English for Advanced Students I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20 %• assessment of homework -20 %• the result of a final written test - 60 %	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student can 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 formulate ideas and attitudes. In written communication, he/she can create clear, well-organized, and detailed text on complex topics, demonstrating mastery of compositional techniques, conjunctions, and means of cohesion.</p> <p>Competences: To use flexibly and effectively acquired language skills, which are necessary for successful student 's application in practice and social, academic, or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Communication in the workplace2. Marketing3. Networking4. Relationships in the workplace5. Success6. Case study	
Support literature:	

1. COTTON, D. - FALVEY, D. - KENT, S. 2012. Market Leader Upper Intermediate. Course Book. 3. vydanie. Harlow : Pearson Education Limited, 2012. 175 s. ISBN 978-1-4082-3709-0.

Syllabus:

Seminars:

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

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 47

A	B	C	D	E	FX
57.45	14.89	14.89	4.26	8.51	0.0

Lecturer: PhDr. Hedviga Semanová, PhD., Ing. Mária Dolná

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22034/22	Title of course: Business English for Advanced Students II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20 %• assessment of homework - 10 %• the result of a final combined exam - 70 %	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student can 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 formulate ideas and attitudes. In written communication, he/she can create clear, well-organized, and detailed text on complex topics, demonstrating mastery of compositional techniques, conjunctions, and means of cohesion.</p> <p>Competences: To use flexibly and effectively acquired language skills, which are necessary for successful student 's applying in practice and social, academic, or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Motivational factors2. Risk3. Management4. Managerial types of business management5. Team building6. Case study	
Support literature:	

1. COTTON, D. - FALVEY, D. - KENT, S. 2012. Market Leader Upper Intermediate. Course Book. 3. vydanie. Harlow : Pearson Education Limited, 2012. 175 s. ISBN 978-1-4082-3709-0.

Syllabus:

Seminars:

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

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 24

A	B	C	D	E	FX
50.0	16.67	25.0	8.33	0.0	0.0

Lecturer: Ing. Mária Dolná, PhDr. Hedviga Semanová, PhD.

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22134/22	Title of course: Business English for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20 %• assessment of homework - 20 %• results of a final written exam - 60 %	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student can use receptive and productive language skills at the required level, can create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, can react in various situations which are typical for the private and professional life.</p> <p>Competences: To use effectively acquired language skills, which are necessary for the successful student's applying in practice and social, academic, or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Career plan2. Company structure3. Negotiations4. Sales5. Communication in the workplace6. Presentation	
Support literature: <ol style="list-style-type: none">1. Cotton, D. - Falvey, D. - Kent, S. 2010. Market Leader Intermediate. Harlow : Pearson Education Limited, 2010. ISBN 978-1-4082-3707-6.	

2. Cotton, D. - Falvey, D. - Kent, S. 2012. Market Leader Pre-Intermediate. Harlow : Pearson Education Limited, 2012. ISBN 978-1-408-23695-6.

Syllabus:

Seminars:

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

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22154/22	Title of course: Business English for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20 %• assessment of homework - 10 %• results of a final combined exam - 70 %	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student can use receptive and productive language skills at the required level, can create a clear comprehensible text on professional topics, he/she understands the main ideas in a clear standard speech, understands texts, can react in various situations which are typical for the private and professional life.</p> <p>Competences: To use effectively acquired language skills, which are necessary for the successful student's application in practice and social, academic, or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Workplace stress2. Socialization3. Finance4. Marketing5. Communication in the workplace6. Case study	
Support literature: <ol style="list-style-type: none">1. Cotton, D. - Falvey, D. - Kent, S. 2010. Market Leader Intermediate. Harlow : Pearson Education Limited, 2010. ISBN 978-1-4082-3707-6.	

2. Cotton, D. - Falvey, D. - Kent, S. 2012. Market Leader Pre-Intermediate. Harlow : Pearson Education Limited, 2012. ISBN 978-1-408-23695-6.

Syllabus:

Seminars:

1. Stress in the workplace (stressful situations in the workplace, collocations, conflict resolution, past tense)
2. Socialization (conference organization, phrasal verbs)
3. Small talk (organization of meetings)
4. Reception of guests (welcoming guests, intercultural differences)
5. Finance
6. Numerals (basic numerals, ordinal numbers, presentation of graphs)
7. Marketing (role of marketing manager, questions forming)
8. Marketing campaign (importance of marketing campaign, future tense)
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 topics)
13. Case study

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22130/22	Title of course: Business Ethics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Elaboration and presentation of a semester project 40 % Written exam 60 %	
Student workload: 78 hours total, of which: 26 hours participation in seminars 13 hours preparation for seminars 16 hours processing of semester assignment 23 hours exam preparation	
Teaching results: The aim of the course is to acquaint students with the various theories and approaches to the formation of business ethics and provide the basis for the successful application of acquired knowledge in business practice. As a result, it enables students to develop a framework to address the ethical challenges that arise in and between different countries. The content of the course is to answer questions about the role and position of ethics and ethical standards in business practice. Defines the organization's code of ethics, manager's code of ethics, business and diplomatic code. It complements and deepens students' knowledge, skills and competences with examples of corporate social responsibility. At the same time, it enables students to acquire the ability to reflect on and analyze acquired skills from a business perspective. Knowledge: <ul style="list-style-type: none"> • on theoretical aspects of business ethics, • describe the development of business ethics as an independent scientific discipline, • define basic concepts in the field of business ethics, • understand the techniques of moral reasoning and argumentation that are needed to analyze moral problems in business, • understand intercultural variations and similarities in organizational practices in the field of social responsibility and business ethics, • Understand the major challenges facing modern managers. Skills: <ul style="list-style-type: none"> • identify ethical issues from the entrepreneur's point of view, • compare, criticize and find innovative solutions to ethical issues in business practice, 	

- diagnose sources of organizational ethical culture and deviant behavior,
- consider how ethics and morals can be understood from different cultural perspectives, as well as in relation to social responsibility of society and society,
- discuss ethical issues associated with rapid business change, including information technology and environmental degradation,
- apply basic management concepts through a comprehensive analysis of organizational settings by processing a semester project.

Competences:

- implement ethical principles in managerial decisions,
- take and justify its opinion on an ethical issue in business practice,
- design ethical programs designed to achieve specific goals in organizations,
- develop ethical leadership skills,
- apply knowledge, skills and personal, social and / or methodological abilities in work or study situations and in professional and personal development. same time, it allows students to acquire the ability to reflect and analyze the acquired skills from a corporate perspective.

Knowledge:

- on theoretical aspects of business ethics,
- describe the development of business ethics as an independent scientific discipline,
- define basic concepts in the field of business ethics,
- understand the techniques of moral reasoning and argumentation that are needed to analyze moral problems in business,
- understand intercultural variations and similarities in organizational practices in the field of social responsibility and business ethics,
- understand the major challenges facing modern managers.

Skills:

- identify ethical issues from the entrepreneur's point of view,
- compare, criticize and find innovative solutions to ethical issues in business practice,
- diagnose sources of organizational ethical culture and deviant behavior,
- consider how ethics and morals can be understood from different cultural perspectives, as well as in relation to social responsibility of society and society,
- discuss ethical issues related to rapid business change, including information technology and environmental degradation,
- apply the basic concepts of management through a comprehensive analysis of organizational settings by processing a semester project.

Competences:

- implement ethical principles in managerial decisions,
- take and justify own opinion on an ethical issue in business practice,
- design ethical programs designed to achieve specific goals in organizations,
- develop ethical leadership skills,
- apply knowledge, skills and personal, social and / or methodological abilities in work or study situations and in professional and personal development.

Indicative content:

Seminars:

1. Business ethics and its development as an academic discipline.
2. Definition of the term business ethics, ethical-business culture, corporate culture.
3. Functions of business ethics.
4. Overview of ethical problems in the economy in Slovakia, Central and Western Europe.
5. Ethical development of the organization.
6. Integration of ethics into corporate culture.
7. Intercultural differences in the management of organizations.

8. Corporate social responsibility.
9. Codes of ethics of organizations, their meaning, content, functions and types.
10. Code of ethics of the manager.
11. Ethical dilemmas and factors influencing their solution.
12. Ethical audit.
13. Presentation of the semester project.

Support literature:

Elementary literature:

1. TREVINO, L. K. – NELSON, K. A. 2021. Managing business ethics: Straight talk about how to do it right. John Wiley & Sons. 384 s. ISBN: 978-1-119-71100-1.
2. SZABO, S. – BOBENIČ HINTOŠOVÁ, A. – DEMJANOVÁ, L. 2013. Etika a etiketa pre manažérov. Košice : Technická univerzita v Košiciach, Letecká fakulta, 2013. ISBN 978-80-553-1659-8.

Supplementary literature:

3. CIULLA J.B. 2020. Business Ethics as Moral Imagination. In: The Search for Ethics in Leadership, Business, and Beyond. Issues in Business Ethics, vol 50. Springer, Cham. https://doi.org/10.1007/978-3-030-38463-0_7.
4. BELÁS, J., KHAN, K. A., MAROUŠEK, J., & ROZSA, Z. 2020. Perceptions of the importance of business ethics in SMEs: A comparative study of Czech and Slovak entrepreneurs. Ethics & Bioethics, 10(1-2), 96-106.
5. BOWIE, N. E. 2013. Business Ethics in the 21st Century. Minneapolis, USA : University of Minnesota, Springer, 2013. 229 s. ISBN: 978-94-007-6223-7.
6. KLIMSZA, L. 2014. Business Ethics. Introduction to the Ethics of Values. 1st edition, bookboon.com, 88 p. ISBN 978-87-403-0690-3.
7. REMIŠOVÁ, A. 2015. Súčasný trendy podnikateľskej etiky. Od teórie k praxi. Bratislava : Walters Kluwer, 2015. 260 s. ISBN 978-80-8168-213-1.
8. CRANE, A. – MATTEN, D. 2016. Business Ethics. Oxford University Press. 4th Edition. 632 p. ISBN-13: 978-0199697311.
9. BOBENIČ HINTOŠOVÁ, A. 2010. Vybrané aspekty riadenia nadnárodných spoločností. Bratislava : Vydavateľstvo EKONÓM, 2010. 102 s. [7,038 AH]. VEGA 1/0149/08. ISBN 978-80-225-2905-1.

Syllabus:

Seminars:

1. Business ethics and its development as an academic discipline.
2. Definition of the term business ethics, ethical-business culture, corporate culture.
3. Functions of business ethics.
4. Overview of ethical problems in the economy in Slovakia, Central and Western Europe.
5. Ethical development of the organization.
6. Integration of ethics into corporate culture.
7. Intercultural differences in the management of organizations.
8. Corporate social responsibility.
9. Codes of ethics of organizations, their meaning, content, functions and types.
10. Code of ethics of the manager.
11. Ethical dilemmas and factors influencing their solution.
12. Ethical audit.
13. Presentation of the semester project.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD., Ing. Petra Szaryszová, PhD.**Date of the latest change:** 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22127/22	Title of course: Business Etiquette
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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 on seminars – 20% - results of semester test – 20% - results of final written exam – 60%	
Student workload: - participation in seminars – 26 h - preparation for seminars – 13 h - preparation for semester test – 13 h - preparation for exam – 26 h	
Teaching results: The aim of the course is to acquire knowledge in the field of business etiquette and the ability to apply them in interpersonal interaction in working and non-working life, as well as preparing students to master business negotiations from a formal point of view. Knowledge: - knowledge of the basic rules of social relations, - the ability to distinguish between different types of social events and to formally prepare for them, - understanding the rules of etiquette in the workplace, - understanding of the principles of conducting meetings and business negotiations. Skills: - ability to adhere to the principles of etiquette in different situations, - application of knowledge in the organization of various types of work and social events, - mastering formal preparation for business negotiations, including the development of presentation skills, - the ability to conduct business negotiations not only with domestic but also with foreign partners. Competences: - professional competence acquired through the application of knowledge in solving various model situations, - organizational competencies developed through the preparation and model management of work and social events, - social competences developed through social interactions and role-playing.	
Indicative content:	

Seminars:

1. Introduction to business etiquette.
2. Ethical dilemmas versus violating etiquette rules.
3. Law of social significance.
4. Introduction and addressing.
5. Visits.
6. Dress code levels.
7. Differentiation of social events.
8. Preparation and course of social events.
9. Semester test.
10. Telephoning, correspondence, netiquette.
11. Effective consultation.
12. Visual and verbal presentation.
13. Cultural differences in verbal and nonverbal communication.

Support literature:

Elementary literature:

1. ŠPAČEK, L. 2018. Malá kniha etikety pro manažery. Mladá fronta, 2018. 208 s. ISBN: 8020424601, 978-80-2042-4600.
2. BOBENIČ HINTOŠOVÁ, A., DEMJANOVÁ, L. 2010. Základy spoločenského správania manažéra. Bratislava : Ekonóm, 2010. 143 s. ISBN: 978-80-225-3002-6.
3. SZABO, S., BOBENIČ HINTOŠOVÁ, A., DEMJANOVÁ, L. 2013. Etika a etiketa pre manažérov. Technická univerzita v Košiciach, Letecká fakulta, 2013. 185 s. ISBN: 978-80-553-1659-8.
4. ŠPAČEK, L. 2019. Moderní etiketa (To nejdůležitější). Mladá fronta, 2019. 368 s. ISBN 978-80-2045-4454
5. MESZÁROSOVÁ, M. 2020. Etiketa - Pravidlá slušného správania. Slovart, 2020. 32 s. ISBN 978-80-556-4702-9

Supplementary literature:

6. MITCHELL, N. R. 2017. Etiquette Rules!: A Field Guide to Modern Manners. Wellfleet Press, 2017. 224 s. ISBN: 978-1-57715-163-0.
7. SEGLIN, J. L. 2016. The Simple Art of Business Etiquette: How to Rise to the Top by Playing Nice. Tycho Press, 2016. 170 p. ISBN: 978-1-62315-688-6.

Syllabus:

Seminars:

1. Introduction to business etiquette.
2. Ethical dilemmas versus violating etiquette rules.
3. Law of social significance.
4. Introduction and addressing.
5. Visits.
6. Dress code levels.
7. Differentiation of social events.
8. Preparation and course of social events.
9. Semester test.
10. Telephoning, correspondence, netiquette.
11. Effective consultation.
12. Visual and verbal presentation.
13. Cultural differences in verbal and nonverbal communication.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: Ing. Petra Szaryszová, PhD.**Date of the latest change:** 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22054/22	Title of course: Business German for Advanced Students I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20 %• the result of a homework - 20 %• the result of a final written exam - 60 %	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>At the end of this course, the student is able to understand extended speech and dialogues as well as longer specialized texts with complicated structure. He is able to communicate adequately in the area of general as well as specialized topics and to formulate ideas and attitudes precisely. In the written form he is able to express own opinions and attitudes as well as summarize specialized knowledge in an appropriate way; he is able to communicate in the written form with business partners on the appropriate level.</p> Knowledge: To know the basic principles of professional 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. Competences: 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: <ol style="list-style-type: none">1. Communication in the workplace2. Marketing	

<ul style="list-style-type: none"> 3. Networking 4. Relationships in the workplace 5. Success 6. Case study 												
<p>Support literature:</p> <ul style="list-style-type: none"> 1. Müller, A. - Schlüter, S.: Im Beruf Neu - Kursbuch, Sprachniveau B1+/B2. Hueber Verlag. ISBN 978-3-19-201190-0. 2. Müller, A. - Schlüter, S.: Im Beruf Neu – Arbeitsbuch, Sprachniveau B1+/B2. Hueber Verlag. ISBN 978-3-19-201190-7. 												
<p>Syllabus:</p> <p>Seminars:</p> <ul style="list-style-type: none"> 1. Internal and external communication in business (e-mail) 2. Resolving communication failures 3. Trends in the development of the current economy 4. Marketing 5. International Marketing (compound noun) 6. World brands 7. Company 8. Brainstorming 9. Building workplace relationships (phrasal verbs) 10. Negotiations 11. Networking 12. Success (suffixes, past and present tense) 13. Case study solution 												
<p>Language whose command is required to complete the course:</p> <p>Slovak, German</p>												
<p>Notes:</p>												
<p>Assessment of courses</p> <p>Total number of evaluated students: 0</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0.0	0.0	0.0	0.0	0.0	0.0
A	B	C	D	E	FX							
0.0	0.0	0.0	0.0	0.0	0.0							
<p>Lecturer:</p>												
<p>Date of the latest change: 23.02.2022</p>												
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.</p>												

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22074/22	Title of course: Business German for Advanced Students II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none"> • activity at seminars - 20 % • the result of a homework - 10 % • the result of a final combined exam - 70 % 	
Student workload: <ul style="list-style-type: none"> • participation in seminars - 26 hours • preparation for seminars - 26 hours • preparation for the exam - 26 hours Total: 78 hours	
Teaching results: Aim: to understand lectures, presentations and dialogues with specialized topics as well as to understand authentic specialized texts; to be able to express attitudes to selected specialized topics fluently and to be able to express opinions and demands in discussions and presentations as well as to react adequately and quickly to incentives; in written form to formulate ideas, opinions and problem solutions while preserving adequate style and structure of the text. At the end of this course, the student is able to understand lectures, presentations and dialogues with specialized topics as well as understand authentic specialized texts. He is able to express attitudes to selected specialized topics fluently and he is able to express opinions and demands in discussions and presentations as well as to react adequately and quickly to incentives. In the written form he is able to formulate ideas, opinions and problem solutions while preserving adequate style and structure of the text. Knowledge: To know the basic principles of professional 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. Competences:	

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:

1. Müller, A. - Schlüter, S.: Im Beruf Neu - Kursbuch, Sprachniveau B1+/B2. Hueber Verlag. ISBN 978-3-19-201190-0.
2. Müller, A. - Schlüter, S.: Im Beruf Neu – Arbeitsbuch, Sprachniveau B1+/B2. Hueber Verlag. ISBN 978-3-19-201190-7.

Syllabus:

Seminars:

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

Language whose command is required to complete the course:

Slovak, German

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22174/22	Title of course: Business German for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars – 20 %• the result of a homework – 20 %• the result of a final written test – 60 %	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>To understand extended speech and lectures provided the topic is reasonably familiar. To be able to read articles and reports concerned with contemporary problems and understand the main points in general and business texts. In spoken interaction to be able to communicate on the adequate level also with native speakers. In written communication to be able to write texts on a wide range of subjects while expressing agreeing or disagreeing viewpoint.</p> <p>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.</p> <p>Knowledge: To know the basic principles of professional language.</p> <p>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.</p> <p>Competences: To use effectively acquired language skills, which are necessary for the successful student's application in practice and for social, academic or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Career plan2. Company structure	

3. Negotiations
4. Sales
5. Communication in the workplace
6. Presentation

Support literature:

1. VOLGNANDT, G. - VOLGNANDT, D. 2010. Exportwege neu 2, Kursbuch. Schubert-Verlag, 2010. 254 s. ISBN 978-3941323025.
2. VOLGNANDT, G. - VOLGNANDT, D. 2010. Exportwege neu 2, Arbeitsbuch. Schubert-Verlag, 2010. 132 s. ISBN 978-3941323032.
3. ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Kursbuch mit Audio-CD. Klett. ISBN 978-3-12-675348-7.
4. ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Übungsbuch. Klett. ISBN 978-3-12-675347-0.
5. 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:

Seminars:

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

Language whose command is required to complete the course:

Slovak, German

Notes:

Assessment of courses

Total number of evaluated students: 23

A	B	C	D	E	FX
30.43	34.78	26.09	8.7	0.0	0.0

Lecturer: PhDr. Hedviga Semanová, PhD.

Date of the latest change: 23.02.2022

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

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22194/22	Title of course: Business German for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none"> • activity at seminars – 20 % • the result of a homework – 10 % • the result of a final combined exam – 70 % 	
Student workload: <ul style="list-style-type: none"> • participation in seminars - 26 hours • preparation for seminars - 26 hours • preparation for the exam - 26 hours Total: 78 hours	
Teaching results: To understand extended speech and lectures provided the topic is reasonably familiar. To be able to read articles and reports concerned with contemporary problems and understand the main points in general and business texts. In spoken interaction to be able to communicate on the adequate level also with native speakers. In written communication to be able to write texts on a wide range of subjects while expressing agreeing or disagreeing viewpoint. 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. Knowledge: To know the basic principles of professional 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. Competences: 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: <ol style="list-style-type: none"> 1. Workplace stress 2. Socialization 	

3. Finance
4. Marketing
5. Communication in the workplace
6. Case study

Support literature:

1. ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Kursbuch mit Audio-CD. Klett. ISBN 978-3-12-675348-7.
2. ROS, Lourdes. Perspektive Deutsch, Kommunikation am Arbeitsplatz A2/B1+, Übungsbuch. Klett. ISBN 978-3-12-675347-0.
3. 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:

Seminars:

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:

Slovak, German

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: PhDr. Hedviga Semanová, PhD.

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22094/22	Title of course: Business Russian for Advanced Students I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20%• assessment of homework assignments - 20%• results of a final written exam - 60%	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation of the semester project - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student is able to use receptive and productive language skills at the required level. Understands longer speeches and conversations; understands a longer technical text with a complex structure; is able to express himself adequately on general and professional topics and clearly formulate ideas and attitudes. In written expression, he can create clear, well-arranged and detailed text on complex topics, showing control of compositional techniques, connecting expressions and means of cohesion.</p> <p>Competences: To use flexibly and effectively acquired language knowledge, which is necessary for successful application of the student in practice, for social, academic or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Economy and economics.2. Economy.3. Market and market economy.4. Business and marketing.5. Culture and communication.	
Support literature:	

1. RECHTORÍKOVÁ, G. 2014. Ruština pre ekonómov I. Bratislava : Vydavateľstvo EKONÓM, 2014.
2. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3153-5.

Syllabus:

Seminars:

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:

Slovak, Russian

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22114/22	Title of course: Business Russian for Advanced Students II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars - 20%• assessment of homework assignments - 10%• results of a final written exam - 70%	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation of the semester project - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student is able to use receptive and productive language skills at the required level. Understands longer speeches and conversations; understands a longer technical text with a complex structure; is able to express himself adequately on general and professional topics and clearly formulate ideas and attitudes. In written expression, he can create clear, well-arranged and detailed text on complex topics, showing control of compositional techniques, connecting expressions and means of cohesion.</p> <p>Competences: To use flexibly and effectively acquired language knowledge, which is necessary for successful application of the student in practice, for social, academic or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">1. Entrepreneurship.2. Management.3. Communication in the workplace.4. Slovak and Russian economy - comparison.5. Business negotiations.	
Support literature:	

1. RECHTORÍKOVÁ, G. 2014. Ruština pre ekonómov I. Bratislava : Vydavateľstvo EKONÓM, 2014.
2. STRELKOVÁ, K. et al. 2011. Sprievodca ekonomickou lexikou. Bratislava: Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3153-5.

Syllabus:

Seminars:

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. Solution of a case study
13. Evaluation of educational results and self-evaluation.

Language whose command is required to complete the course:

Slovak, Russian

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22214/22	Title of course: Business Russian for Intermediate Students I.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars – 20%• assessment of homework assignments – 20%• results of a final written exam – 60%	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation for seminars - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: <p>Knowledge: To know the basic principles of professional language.</p> <p>Skills: The student is able to use receptive and productive language skills at the required level, is able to create comprehensible, text on professional topics, understands the main ideas in a clear standard speech, understands the text, can respond in various situations that are typical for private and professional life.</p> <p>Competences: To use effectively acquired language knowledge, which is necessary for the successful application of the student in practice, for social, academic or professional purposes.</p>	
Indicative content: <ol style="list-style-type: none">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: <ol style="list-style-type: none">1. DZIVÁKOVÁ, M. 2020. Ruský jazyk pre mierne pokročilých I. Bratislava : Vydavateľstvo EKONÓM.	

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

Syllabus:

Seminars:

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:

Slovak, Russian

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22234/22	Title of course: Business Russian for Intermediate Students II.
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none">• activity at seminars – 20%• assessment of homework assignments – 10%• results of a final written exam – 70%	
Student workload: <ul style="list-style-type: none">• participation in seminars - 26 hours• preparation of a semester project - 26 hours• preparation for the exam - 26 hours Total: 78 hours	
Teaching results: Knowledge: To know the basic principles of professional language. Skills: The student is able to use receptive and productive language skills at the required level, is able to create comprehensible, text on professional topics, understands the main ideas in a clear standard speech, understands the text, can respond in various situations that are typical for private and professional life. Competences: To use effectively acquired language knowledge, which is necessary for the successful application of the student in practice, for social, academic or professional purposes.	
Indicative content: <ol style="list-style-type: none">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: <ol style="list-style-type: none">1. DZIVÁKOVÁ, M. 2020. Ruský jazyk pre mierne pokročilých I. Bratislava : Vydavateľstvo EKONÓM.	

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

Syllabus:

Seminars:

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:

Slovak, Russian

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer:

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22104/22	Title of course: Business in Trade and Services
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Daily study: Evaluation: total for semester 100% Continuous assessment: 30% (written examination 2x) + presentation of assignments 10% Exam: 60% Total: exercises + exam - at least 51% for evaluation sufficient and at the same time at least 51% of the exam In order to meet the conditions of continuous evaluation, it is necessary to process assignments, which are evaluated in such a way that 90% of the evaluation intended for the assignment represents creativity and 10% represents technical, stylistic, grammatical and other aspects.	
Student workload: 156 hours in total, of which: <ul style="list-style-type: none"> • 26 hours participation in lectures • 26 hours preparation for lectures • 26 hours of exercises • 26 hours preparation for mid-term evaluation • 52 hours exam preparation 	
Teaching results: The aim of the course is to identify activities and analyze problems and opportunities in business activities of various types of small and medium enterprises that do business in trade and services. The output is the elaboration of a business plan, its structure, knowledge of labor relations in choosing a form of business. Knowledge: The graduate of the course will have theoretical and practical information about business in trade and services. Ability to work with information to support knowledge in terms of solving basic problems associated with business in relation to its specifics and their application. Competence: Acquired in the teaching process allow to creatively assess the basic context in the management and functioning of business entities and make decisions based on their knowledge. The goal is to achieve a high degree of independence and foresight in a known and unknown environment. Work proactively and responsibly as part of a work team. Skill:	

Students deepen their ability to work with data used for analysis in a market environment, the ability to apply theoretical knowledge in solving model examples based on real data of selected businesses in the field of trade and services, as well as the ability to learn.

Indicative content:

Lectures:

Entrepreneurship, business enterprise, entrepreneur, business services - definition of the conceptual apparatus.

Theoretical basis of business in trade and services - development cross-section. Theoretical schools of services.

Theory of network economy.

The position of trade and business services in the economy, assumptions and conditions of business activity.

Classification of trade and services according to various criteria.

Importance of business and entrepreneurial services. Factors influencing the development of trade and services

Business process and business plan.

The concept and types of business plans, an outline of the content of business plans.

Evaluation of selected parts of the business plan.

Support of business activity in trade and services

Family business as a special form of business. Counseling and education for family businesses as a specific form of support.

Small and medium business, their support. Interest and professional associations.

Analysis of problems in the field of small and medium business.

Seminars:

Introductory exercise, acquaintance with the conditions of work on the exercise, with the conditions for granting a continuous assessment and passing the exam. Repetition of basic concepts and definitions. Division of assignments.

World indices of measuring the quality of the business environment, index of the business environment in Slovakia.

Characteristics of the business environment in Slovakia according to international and domestic surveys

Market analysis, market growth rate, such as competition. market situation analysis of the founder 's personality - examples, modeled situations.

Interim evaluation no. 1 - written examination in the 5th week - alternative presentation of partial assignment

Creating a business plan - analysis of the initial state, the next step, proof of achievement of goals, the importance of the company for customers and society

Characteristics of the business process - business opportunity, examples, modeled situations.

Development of a business plan

Business financing, examples, model situations.

Business management

Interim evaluation no. 2 - written examination in the 11th week.

Presentation of the semester project

Summary of the curriculum, corrective continuous assessment. Submission of seminar work

Support literature:

Elementary literature:

HESKOVÁ, M.: Teorie, management a marketing služeb. VŠERS České Budějovice, 2012.

ISBN 978-80-87472-25-5.

STRAŽOVSKÁ, H. a kol.: Podnikanie malých a stredných podnikov. Bratislava: Sprint 2, 2013. ISBN 978-80-89393-88-6

CLAUDE M.J.: International business and trade: theory, practice, and policy ,CRC Press, Year: 2019, ISBN: 9781003075998

FILHO,W.,BORGES DE BRITO,P., FRANKERBERGER,F.: International Business, Trade and Institutional Sustainability, Springer International Publishing, 2020, ISBN: 978-3-030-26758-2, Supplementary literature:

STRÁŽOVSKÁ, Ľ.: Malé a stredné podnikanie a rodinné podnikanie. Nové Zámky: SECOS, 2007. 138 s. ISBN 80-969389-5-7.

STRAŽOVSKÁ, H. a kol.: Podnikanie. Bratislava: Merkury, 2009. ISBN 978-80-89143-79-5

KASSAY, Š.: Podnik a podnikanie. Prvý zväzok: Podnikateľské prostredie. Bratislava: Veda, 2006. ISBN 80-224-0775-5

Syllabus:

Lectures:

Entrepreneurship, business enterprise, entrepreneur, business services - definition of the conceptual apparatus.

Theoretical basis of business in trade and services - development cross-section. Theoretical schools of services.

Theory of network economy.

The position of trade and business services in the economy, assumptions and conditions of business activity.

Classification of trade and services according to various criteria.

Importance of business and entrepreneurial services. Factors influencing the development of trade and services

Business process and business plan.

The concept and types of business plans, an outline of the content of business plans.

Evaluation of selected parts of the business plan.

Support of business activity in trade and services

Family business as a special form of business. Counseling and education for family businesses as a specific form of support.

Small and medium business, their support. Interest and professional associations.

Analysis of problems in the field of small and medium business.

Seminars:

Introductory exercise, acquaintance with the conditions of work on the exercise, with the conditions for granting a continuous assessment and passing the exam. Repetition of basic concepts and definitions. Division of assignments.

World indices of measuring the quality of the business environment, index of the business environment in Slovakia.

Characteristics of the business environment in Slovakia according to international and domestic surveys

Market analysis, market growth rate, such as competition. market situation analysis of the founder 's personality - examples, modeled situations.

Interim evaluation no. 1 - written examination in the 5th week - alternative presentation of partial assignment

Creating a business plan - analysis of the initial state, the next step, proof of achievement of goals, the importance of the company for customers and society

Characteristics of the business process - business opportunity, examples, modeled situations.

Development of a business plan

Business financing, examples, model situations.

Business management

Interim evaluation no. 2 - written examination in the 11th week.
Presentation of the semester project
Summary of the curriculum, corrective continuous assessment. Submission of seminar work

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 61

A	B	C	D	E	FX
19.67	22.95	32.79	18.03	6.56	0.0

Lecturer: doc. Ing. Erik Weiss, PhD., Ing. Janka Kopčáková, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22084/22	Title of course: Corporate Finance
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: 4.	
Degree of study: I.	
Prerequisites: KEM PHF/PPEM22507/22-Business Economics	
Requirements to complete the course: 6 % continuous student activity during the semester, 24 % written test, 70 % final written exam (4 open theoretical questions, each focusing on a different area of financial management and 2 examples)	
Student workload: Student workload: 156 h attendance at lectures 26 h, attendance at seminars 26 h, preparation for seminars including homework 20 h, preparation for credit paper 20 h, preparation for exam 64 h	
Teaching results: Knowledge: Students will acquire a set of knowledge and methods that will enable them to independently orient themselves in the issue of financial management of enterprises. After completing the subject Corporate Finance, students will be able to understand the basic areas of financial management of the enterprise, on the basis of the acquired knowledge they will be able to analyze the sources of financing of the enterprise and in the case of additional need for additional resources and to propose options for obtaining these resources so that it would be effective for the enterprise in terms of the cost of obtaining sources of financing and efforts to minimize them. In addition to the traditional standard forms of financing, students will also be able to propose financing through so-called alternative sources of financing. In the case of new investments of an enterprise, the student will be able to analyse the suitability and profitability of the projects for the enterprise by means of several methods of evaluation of investment projects on the basis of the acquired knowledge. In the course, the student will also acquire basic knowledge in the field of financial analysis of the enterprise and financial planning, which is necessary for successful completion of subsequent courses in subsequent years of study. Competence: to be familiar with the basic issues of corporate financial management, to propose options for financing business activities,	

analyse, assess and make effective decisions within the framework of individual financing options in terms of several factors (cost of capital, availability of financial resources, administrative complexity in obtaining them, etc.),

propose the use of alternative sources of financing,

assess the effectiveness of investment project options and select the optimal option in the light of the chosen decision criterion.

Skill:

analyze and quantify the cost of capital of the enterprise,

quantify the need for financial resources, then analyse the profitability of different options for sources of enterprise financing,

analyse the solvency of the enterprise,

analyse and evaluate the economic efficiency of investment projects through dynamic methods of evaluating the efficiency of investment projects,

assess the possibilities of using alternative forms of financing (venture capital, subsidies, euro funds).

Indicative content:

Thematic definition of lectures:

Development, characteristics and content of corporate finance. Content, principles and procedures of corporate financial management. Basic categories used in financial management. Financial policy of the enterprise and financial objectives of the business activity. Financial decision-making of the enterprise.

Financing of the enterprise, its property, financial and capital structure. Necessary amount of capital of the enterprise. Capital structure. Structure of financial resources of the enterprise. Optimal financial structure of the enterprise.

Acquisition of equity capital from external sources. Deposits of owners. Venture (risk) capital entry. Raising equity capital in venture capital companies. Shares and their types, ordinary, preference and employee shares. Technique of share issue.

Raising equity capital from internal sources. Financing corporate needs from profits. Method of quantifying profit. Distribution of profits: taxes, dividends, formation of reserve funds. Self-financing of the enterprise. Pension funds. Financing of corporate needs from depreciation. Depreciation as a source of financing. Depreciation policy of the state and enterprises. Other internal sources of financing.

Acquisition of long-term and medium-term capital by means of credit. Issuance of corporate bonds, their types, coverage, yield and repayment. Financial credits: term loans, mortgage loans, revolving loans, export credits. Supplier loans. Special forms of credit: leasing, forfaiting, franchising.

Obtaining financial resources from short-term loans. Trade credit. Promissory note as an instrument of trade credit. Fixed and non-fixed liabilities, advances, issue of commercial paper, short-term bank loans. Factoring as a form of short-term financing.

Financial support of enterprises from public sources. Reasons and factors for targeting financial support. Direct and indirect forms of support. Financial support of enterprises in the Slovak Republic, entities and programmes. Forms and objectives of the European Union subsidy policy.

Placement (allocation) of capital in fixed tangible and intangible assets. Characteristics of financial aspects of investment. Methods of selecting a suitable variant of an investment project. The impact of inflation on investment decision-making. Selection of an investment project in the capital budget.

Financing of major investment projects.

Financial investment of an enterprise. Investing capital in financial assets. The role and instruments of the financial market. Criteria for financial investment. Portfolio of securities. Strategic objectives of corporate financial investment.

Financing of current assets of the enterprise, their characteristics and structure. Management of inventories, receivables and prompt cash. Cash cycle.

Factors influencing the exchange rate in the long and short term. Management of the enterprise's currency risks.

Determination of enterprise value. Motives for determining the value of an enterprise. Basic information inputs and factors. Methods of enterprise value determination. Valuation of business assets in special conditions.

Financial analysis and planning of the enterprise. The importance and roles of financial analysis in the management of corporate finance. Retrospective financial analysis. New criteria for assessing business performance - economic value added (EVA) and market value added (MVA). Predictive financial analysis. Definition of the nature and tasks of a financial plan. Structure, content and process of financial plan development. Characteristics of the different parts of the financial plan. Methods and models for the development of a company's financial plan. Control of implementation, adjustments and changes to the plan...

Thematic definition of seminars:

Cash flow - cash flow of the enterprise. Calculation of cash flow by direct and indirect methods. Analysis of financial ratios - specifically liquidity ratios.

Time value of money - future value of money (interest earner, saver, funder), present value of money (de-interest earner, funder, redeemer). The impact of inflation and taxation of interest income on the time value of money.

Financial and capital structure of the enterprise - costs related to the commitment of the individual components of capital, cost of equity capital, cost of foreign capital, calculation of the average nominal and real cost of capital.

Raising equity capital from external sources - shares and their value (nominal, book, market, etc.), share issue and subscription right - calculation of subscription right in case of additional share issue, subscription right price, new average market price of shares after issue.

Raising equity capital from internal sources - financing the company from profits. Factors influencing the formation of the economic result. Taxation of the economic result - adjustment of the economic result to the tax base by means of the so-called addable and deductible items, calculation of the economic result after taxation, distribution of profit.

Acquisition of equity from internal sources - types of depreciation (tax, accounting), difference between them. Calculation of depreciation through accounting depreciation methods (straight-line, progressive, declining, uneven).

Obtaining financial resources through loans. Establishment of the most commonly used loan repayment plans (repayment plan with the same amount of repayment, with the same amount of total payment, with a regularly increasing repayment, etc.).

Financing businesses through the use of finance leases - calculation of the lease price, down payment, lease payment. Application of leasing in financing the acquisition of fixed assets of the enterprise.

Comparison of financing through leasing and credit. Conversion of costs related to leasing and credit to present value, selection of an efficient form of financing (in terms of the criterion of cost minimization).

Placement of capital in fixed assets - types of investment projects, calculation of basic economic parameters of investment projects (capital expenditures, expected cash receipts, useful life).

Evaluating the efficiency of investment projects through methods of evaluating the efficiency of investment projects, with the main focus on dynamic methods (net present value, internal rate of return, as a complementary method payback period with time update).

Evaluation of the riskiness of investment projects - use of basic statistical methods in the analysis of the riskiness of investment projects (standard deviation, coefficient of variation). Comparison of the riskiness of several investment projects.

Financial investments of the enterprise - basic methodology of calculating the market price of securities (bonds, preferred and common shares). Calculation of expected return and riskiness of securities.

Support literature:

Elementary literature:

1. VLACHYNSKÝ, Karol a kol. Podnikové financie. Bratislava : IURA Edition, 2009. 524 s. ISBN 978-80-8078-258-0.
2. FETISOVOVÁ, Elena a kol. Podnikové financie - praktické aplikácie a zbierka príkladov. Bratislava : Wolters Kluwer, 2020. 223 s. ISBN 978-80-571-0162-8.
3. FETISOVOVÁ, Elena - NAGY, Ladislav - VLACHYNSKÝ, Karol. Aktuálne trendy vo financiách malých a stredných podnikov. Bratislava : Vydavateľstvo EKONÓM, 2014. 261 s. ISBN 978-80-225-3990-6.
4. BREALEY, Richard - MYERS, Stewart C. - MARCUS, Alan J. Fundamentals of Corporate Finance. Kindle Edition, 2012. 784 s. ISBN 978-0078034640.
5. FETISOVOVÁ, Elena a kol. Aktuálne problémy financií malých a stredných podnikov. Bratislava : Vydavateľstvo EKONÓM, 2012. 258 s. ISBN 978-80-225-3366-9.

6.

Supplementary literature:

1. BERK, Jonathan - DEMARZO, Peter. Corporate Finance. Harlow : Pearson, 2020. 1181 s. ISBN 978-1292-30415-1.
2. VINCZEOVÁ, Miroslava - KRIŠTOFÍK, Peter. Corporate finance. Banská Bystrica : Matej Bel University, 2013. 133 s. ISBN 978-80-557-0490-6.
3. VALACH, Josef a kol. 2010. Investiční rozhodování a dlouhodobé financování. Praha : Ekopress, s. r. o., 2010. 513 s. ISBN 978-80-86929-71-2.
4. MAREK, Petr a kol. Studijní průvodce financemi podniku. Praha : Ekopress, s. r. o., 2006. 624 s. ISBN 80-86119-37-8.
5. CORRELI, Angelo. Analytical Corporate Finance. New York : Springer International Publishing AG, 2018. 501 s. ISBN 3319957619.
6. SYNEK, Miloslav - KISLINGEROVÁ, Eva. Podniková ekonomika. Praha : C. H. Beck, 2015. 526 s. ISBN 978-80-7400-274-8.

Syllabus:

Thematic definition of lectures:

Development, characteristics and content of corporate finance. Content, principles and procedures of corporate financial management. Basic categories used in financial management. Financial policy of the enterprise and financial objectives of the business activity. Financial decision-making of the enterprise.

Financing of the enterprise, its property, financial and capital structure. Necessary amount of capital of the enterprise. Capital structure. Structure of financial resources of the enterprise. Optimal financial structure of the enterprise.

Acquisition of equity capital from external sources. Deposits of owners. Venture (risk) capital entry. Raising equity capital in venture capital companies. Shares and their types, ordinary, preference and employee shares. Technique of share issue.

Raising equity capital from internal sources. Financing corporate needs from profits. Method of quantifying profit. Distribution of profits: taxes, dividends, formation of reserve funds. Self-financing of the enterprise. Pension funds. Financing of corporate needs from depreciation. Depreciation as a source of financing. Depreciation policy of the state and enterprises. Other internal sources of financing.

Acquisition of long-term and medium-term capital by means of credit. Issuance of corporate bonds, their types, coverage, yield and repayment. Financial credits: term loans, mortgage

loans, revolving loans, export credits. Supplier loans. Special forms of credit: leasing, forfaiting, franchising.

Obtaining financial resources from short-term loans. Trade credit. Promissory note as an instrument of trade credit. Fixed and non-fixed liabilities, advances, issue of commercial paper, short-term bank loans. Factoring as a form of short-term financing.

Financial support of enterprises from public sources. Reasons and factors for targeting financial support. Direct and indirect forms of support. Financial support of enterprises in the Slovak Republic, entities and programmes. Forms and objectives of the European Union subsidy policy. Placement (allocation) of capital in fixed tangible and intangible assets. Characteristics of financial aspects of investment. Methods of selecting a suitable variant of an investment project. The impact of inflation on investment decision-making. Selection of an investment project in the capital budget. Financing of major investment projects.

Financial investment of an enterprise. Investing capital in financial assets. The role and instruments of the financial market. Criteria for financial investment. Portfolio of securities. Strategic objectives of corporate financial investment.

Financing of current assets of the enterprise, their characteristics and structure. Management of inventories, receivables and prompt cash. Cash cycle.

Factors influencing the exchange rate in the long and short term. Management of the enterprise's currency risks.

Determination of enterprise value. Motives for determining the value of an enterprise. Basic information inputs and factors. Methods of enterprise value determination. Valuation of business assets in special conditions.

Financial analysis and planning of the enterprise. The importance and roles of financial analysis in the management of corporate finance. Retrospective financial analysis. New criteria for assessing business performance - economic value added (EVA) and market value added (MVA). Predictive financial analysis. Definition of the nature and tasks of a financial plan. Structure, content and process of financial plan development. Characteristics of the different parts of the financial plan. Methods and models for the development of a company's financial plan. Control of implementation, adjustments and changes to the plan...

Thematic definition of seminars:

Cash flow - cash flow of the enterprise. Calculation of cash flow by direct and indirect methods. Analysis of financial ratios - specifically liquidity ratios.

Time value of money - future value of money (interest earner, saver, funder), present value of money (de-interest earner, funder, redeemer). The impact of inflation and taxation of interest income on the time value of money.

Financial and capital structure of the enterprise - costs related to the commitment of the individual components of capital, cost of equity capital, cost of foreign capital, calculation of the average nominal and real cost of capital.

Raising equity capital from external sources - shares and their value (nominal, book, market, etc.), share issue and subscription right - calculation of subscription right in case of additional share issue, subscription right price, new average market price of shares after issue.

Raising equity capital from internal sources - financing the company from profits. Factors influencing the formation of the economic result. Taxation of the economic result - adjustment of the economic result to the tax base by means of the so-called addable and deductible items, calculation of the economic result after taxation, distribution of profit.

Acquisition of equity from internal sources - types of depreciation (tax, accounting), difference between them. Calculation of depreciation through accounting depreciation methods (straight-line, progressive, declining, uneven).

Obtaining financial resources through loans. Establishment of the most commonly used loan repayment plans (repayment plan with the same amount of repayment, with the same amount of total payment, with a regularly increasing repayment, etc.).

Financing businesses through the use of finance leases - calculation of the lease price, down payment, lease payment. Application of leasing in financing the acquisition of fixed assets of the enterprise.

Comparison of financing through leasing and credit. Conversion of costs related to leasing and credit to present value, selection of an efficient form of financing (in terms of the criterion of cost minimization).

Placement of capital in fixed assets - types of investment projects, calculation of basic economic parameters of investment projects (capital expenditures, expected cash receipts, useful life).

Evaluating the efficiency of investment projects through methods of evaluating the efficiency of investment projects, with the main focus on dynamic methods (net present value, internal rate of return, as a complementary method payback period with time update).

Evaluation of the riskiness of investment projects - use of basic statistical methods in the analysis of the riskiness of investment projects (standard deviation, coefficient of variation). Comparison of the riskiness of several investment projects.

Financial investments of the enterprise - basic methodology of calculating the market price of securities (bonds, preferred and common shares). Calculation of expected return and riskiness of securities.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 16

A	B	C	D	E	FX
0.0	12.5	6.25	37.5	37.5	6.25

Lecturer: Dr. h. c. prof. RNDr. Michal Tkáč, CSc., Ing. Mariana Ivaničková, PhD., MBA

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22162/22	Title of course: Corporate Social Responsibility
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KOP PHF/PPO22104/22-Business in Trade and Services	
Requirements to complete the course: semester work, semester test combined exam <ul style="list-style-type: none"> • elaboration and presentation of semester work - 15% • result of the semester test – 15 % • activity in exercises / seminars – 10 % • final written test and oral exam – 60 % 	
Student workload: <ul style="list-style-type: none"> • participation in seminars = 26 hrs. • preparation for active forms of teaching = 10 hrs. • elaboration of the semester work = 10 hrs. • preparation for the semester test = 10 hrs. • preparation for the final written test and oral exam = 22 hrs. 	
Teaching results: Knowledge: <ul style="list-style-type: none"> • on ethics, responsibility in business, stakeholders and their interests and the search for amicable CSR solutions • on legal, social, cultural and other aspects of socially responsible business • equality of employees in terms of gender, race and religion. Skills: <ul style="list-style-type: none"> • prepare relevant documents for the application of social responsibility in the company • apply the principles of social responsibility • discuss corporate social responsibility issues Competences: <ul style="list-style-type: none"> • ability to define a socially responsible company • the ability to collect and interpret data related to this issue • ability to recognize manifestations of social responsibility • the ability to make effective decisions in the field of corporate social responsibility 	
Indicative content: Seminars: 1. Defining the CSR.	

2. Principles of the CSR.
3. Stakeholders in relation to the CSR.
4. Sustainability of businesses.
5. Performance evaluation and demonstration of results.
6. Ethics and social responsibility.
7. Globalization and social responsibility.
8. Corporate social responsibility and corporate citizenship.
9. CSR and business strategy.
10. CSR and leadership.
11. CSR and employee motivation.
12. Linking the main areas of the CSR and achieving the competitiveness of enterprises.
13. Changes in the understanding of social responsibility.

Support literature:

Elementary literature:

1. SEKNIČKA, P. – PUTNOVÁ, A. 2016. Etika v podnikání a hodnoty trhu. Praha: Grada Publishing, 2016. 200 s. ISBN 978-80-247-5545-8.
2. KOZÁKOVÁ, J. 2021. Spoločenská zodpovednosť v podnikaní nadnárodných spoločností na Slovensku. Nitra: Slovenská poľnohospodárska univerzita v Nitre, Fakulta ekonomiky a manažmentu, 2021. 262 s. ISBN 978-80-552-2409-1.
3. KAŠPAROVÁ, K. – KUNZ, V. 2013. Moderní přístupy ke společenské odpovědnosti firem a CSR reportování. Praha: Grada Publishing, 2013. 160 s. ISBN 978-80-247-4480-3.
4. KULDOVÁ, L. 2010. Společenská odpovědnost firem – etické podnikání a sociální odpovědnost v praxi. Praha: OPS, 2010. 193 s. ISBN 978-80- 87269-12-1.
5. STN EN ISO 26000: 2011 Usmernenie k spoločenskej zodpovednosti.

Supplementary literature:

6. MOON, J. 2014. Corporate Social Responsibility: A Very Short Introduction. Oxford University Press, 2014. 180 s. ISBN 0199671818.
7. STIERL, M. 2013. Corporate Social Responsibility. Springer Berlín, 2013. ISBN: 0415683254.
8. CROWTHER, D. – GÜLER, A. 2008. Corporate Social Responsibility. Ventus Publishing ApS, 2008. 144 s. ISBN 978-87-7681-415-1.
9. GECHEVSKI, D. et al. 2016. Corporate Social Responsibility Based on EFQM Framework. In International Journal of Engineering Tome. 2016, roč. XIV., č. 1, s. 115-120. ISSN 1584-2665.

Syllabus:

Seminars:

1. Defining the CSR.
2. Principles of the CSR.
3. Stakeholders in relation to the CSR.
4. Sustainability of businesses.
5. Performance evaluation and demonstration of results.
6. Ethics and social responsibility.
7. Globalization and social responsibility.
8. Corporate social responsibility and corporate citizenship.
9. CSR and business strategy.
10. CSR and leadership.
11. CSR and employee motivation.
12. Linking the main areas of the CSR and achieving the competitiveness of enterprises.
13. Changes in the understanding of social responsibility.

Language whose command is required to complete the course:

slovak					
Notes:					
Assessment of courses					
Total number of evaluated students: 12					
A	B	C	D	E	FX
41.67	50.0	8.33	0.0	0.0	0.0
Lecturer: Ing. Magdaléna Freňáková, PhD.					
Date of the latest change: 14.03.2022					
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.</p>					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KE PHF/PPE22504/22	Title of course: Costing and Budgeting
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: KFRP PHF/PPF22044/22-Accounting in Organizations	
Requirements to complete the course: Prerequisites: Accounting of business entities, Corporate finance. Requirements to complete the course: <ul style="list-style-type: none"> • preliminary assessment - written examinations • final assessment - written exam Preliminary assessment no. 1: written examination 20% Preliminary assessment no. 2: written examination 20% Final assessment: written exam 60% (60 points).	
Student workload: 130 hours in total, of which: <ul style="list-style-type: none"> • 26 hours of participation in lectures • 26 hours participation in active forms of study (seminars) • 13 hours preparation for active forms of study (seminars) • 26 hours preparation for preliminary assessments • 39 hours preparation for final assessment 	
Teaching results: The aim of the course is to prepare students for independent practical application of knowledge in the field of costing and budgeting as a practical tool of cost management. Knowledge: Theoretical and practical knowledge related to costing and budgeting of the company. Knowledge of managerial accounting, classification of costs from the point of view of managerial accounting, costing system, methods of cost calculation, costing formulas, types and forms of budgets, methods of budgeting and control of budget execution. Skills: Skills of creating costing formulas, practical application of individual methods of costing, skill of practical budgeting and control of budget execution. Competences: Ability to classify costs, ability to apply various methods of costing, ability to compile budgets and control their implementation.	
Indicative content: Lecturers: <ol style="list-style-type: none"> 1. Managerial accounting. Costs as a basic concept of managerial accounting. 2. Cost classification. 3. Dependence of costs on the volume of products and services. 	

4. Cost management and its relation to managerial accounting. Historical development of cost management.
5. Costing system. Types and methods of costing. Cost allocation.
6. Costing formulas. Structure of a typical costing formula. Content of individual items of the costing formula. Types of costing formulas.
7. Costing methods. Methods of costing in joint production. Costing methods in non-joint productions.
8. Standard costing. Analysis of deviations.
9. Process costing. Activity Based Costing.
10. Target costing. Life cycle costing.
11. Budgeting and business budgets. Budget system.
12. Types of budgets and budgeting methods.
13. Forms of budgets, factors influencing the choice of budget, control of budget execution.

Seminars:

1. Introduction to the course, conditions for work on seminars, conditions for obtaining preliminary assessment and passing the exam. Practicing basic concepts in the field of costs.
2. Cost classification. Classification of costs by elements of cost.
3. Costing methods in non-joint productions (Part 1): Costing by simple division. Costing by equivalent numbers.
4. Costing methods in non-joint productions (Part 2): Costing by overhead absorption rate. Specific order costing.
5. Preliminary assessment no. 1: written examination.
6. Methods of costing in joint production: Costing by subtraction. Costing by budgeting. Combination of costing by budgeting and subtraction.
7. Standard costing. Analysis of deviations.
8. Preliminary and final costing.
9. Marginal costing. Break-even point.
10. Process costing. Activity Based Costing.
11. Preliminary assessment no. 2: written examination.
12. Budgeting and business budgets. Control of budget execution.
13. Course summary. Corrective preliminary assessment.

Support literature:

Elementary literature:

1. TÓTH, M. – ŠAGÁTOVÁ, S.: Nákladový controlling. Bratislava : Wolters Kluwer, 2020. ISBN 978-80-7598-906-2.
2. KOSTKOVÁ, A. – LAJOŠ, B.: Kalkulácie a rozpočty podniku. Bratislava : Vydavateľstvo EKONÓM, 2011. ISBN 978-80-225-3240-2.

Supplementary literature:

1. KRÁL, B. a kol.: Manažerské účetnictví. Praha : Management Press, 2019. ISBN 978-80-726-1568-1.
2. DRURY, C., TAYLES, M.: Management and Cost Accounting. 11th Edition. Cengage Learning EMEA, 2021. ISBN 978-1473773615.
3. KAPLAN, R. S., ATKINSON, A. A.: Advanced Management Accounting: Pearson New International Edition. Pearson Education Limited, 2013. ISBN 978-1292026596.

Syllabus:

Lecturers:

1. Managerial accounting. Costs as a basic concept of managerial accounting.
2. Cost classification.
3. Dependence of costs on the volume of products and services.

4. Cost management and its relation to managerial accounting. Historical development of cost management.
5. Costing system. Types and methods of costing. Cost allocation.
6. Costing formulas. Structure of a typical costing formula. Content of individual items of the costing formula. Types of costing formulas.
7. Costing methods. Methods of costing in joint production. Costing methods in non-joint productions.
8. Standard costing. Analysis of deviations.
9. Process costing. Activity Based Costing.
10. Target costing. Life cycle costing.
11. Budgeting and business budgets. Budget system.
12. Types of budgets and budgeting methods.
13. Forms of budgets, factors influencing the choice of budget, control of budget execution.

Seminars:

1. Introduction to the course, conditions for work on seminars, conditions for obtaining preliminary assessment and passing the exam. Practicing basic concepts in the field of costs.
2. Cost classification. Classification of costs by elements of cost.
3. Costing methods in non-joint productions (Part 1): Costing by simple division. Costing by equivalent numbers.
4. Costing methods in non-joint productions (Part 2): Costing by overhead absorption rate. Specific order costing.
5. Preliminary assessment no. 1: written examination.
6. Methods of costing in joint production: Costing by subtraction. Costing by budgeting. Combination of costing by budgeting and subtraction.
7. Standard costing. Analysis of deviations.
8. Preliminary and final costing.
9. Marginal costing. Break-even point.
10. Process costing. Activity Based Costing.
11. Preliminary assessment no. 2: written examination.
12. Budgeting and business budgets. Control of budget execution.
13. Course summary. Corrective preliminary assessment.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 41

A	B	C	D	E	FX
2.44	7.32	26.83	34.15	29.27	0.0

Lecturer: doc. Ing. Roland Weiss, PhD., Ing. Magdaléna Freňáková, PhD., Ing. Marián Chrobák

Date of the latest change: 22.02.2022

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

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22074/22	Title of course: Crisis Management
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 0 Per course: 26 / 0 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KEM PHF/PPEM22125/22-Fundamentals of Management	
Requirements to complete the course: exam 100 %	
Student workload: 78 hours in total, of which: 26 hours participation in consultation 26 hours preparation of consultation 26 hours preparation for the exam	
Teaching results: The aim of the course is to acquire theoretical and practical knowledge and skills in the field of legal and economic aspects of bankruptcy and restructuring of business entities within the valid legislation of the Slovak Republic and Regulation (EC) no. 2015/848 of 20 May 2015 on insolvency proceedings. Knowledge: Deepening of knowledge in the field of solving crisis situations in the company from the point of view of bankruptcy of legal entities and natural persons - entrepreneurs, restructuring of legal entities. A special part will be the debt relief of a natural person through bankruptcy and repayment calendar. Skills: Graduates of the course will master the basic concepts in the field of crisis management of entrepreneurs and citizens in the framework of Act no. 7/2005 Coll. on Bankruptcy and Restructuring, as amended. They will control the filing of a petition for the declaration of bankruptcy, file a claim, exercise the right of opposition, deny the claim, the rights and obligations of a member of the creditors' committee. Competences: Graduates of the course will get acquainted with the solution of selected problems: bankruptcy of business entities, restructuring of business entities, the position of debtors and creditors in bankruptcy and restructuring, restructuring assessment and restructuring plan, accounting, tax and labor law aspects of bankruptcy and restructuring.	
Indicative content: Lectures: 1. General theoretical aspects of bankruptcy law. Decline and its forms. 2. Bankruptcy petition. 3. The effects of the declaration of bankruptcy and the decision in the bankruptcy proceedings. 4. Bankruptcy trustee.	

5. Creditors in bankruptcy proceedings and enforceability of legal acts.
6. Bankruptcy property.
7. Satisfaction of creditors – schedule.
8. Restructuring of business entities - purpose and essence.
9. Financial and economic principles, principles and procedures for drawing up the restructuring report and plan.
10. Valuation of assets in bankruptcy and restructuring.
11. Restructuring authorization.
12. Approval of the restructuring plan.
13. Accounting, tax, labor aspects of bankruptcy and restructuring.

Support literature:

Elementary literature:

1. ANTUŠÁK, Emil a Josef VILÁŠEK. Základy teorie krizového managementu. Praha: Univerzita Karlova v Praze, nakladatelství Karolinum, 2016. ISBN 978-80-246-3443-2.
2. FILIP, Stanislav. Postavenie Slovenskej republiky v krízovom manažmente Európskej únie. Bratislava: Wolters Kluwer, 2017, 106 s. Ekónómia. ISBN 978-80-8168-713-6.
3. KARÁSEK, Petr. Léčení firem v krizi: krizové řízení z pohledu manažera, který vedl záchranu značky Tatra. Praha: Grada, 2017. ISBN 978-80-271-0681-3.
4. ŠIMÁK, Ladislav. Krizový manažment vo verejnej správe. 2. preprac. vyd. Žilina: EDIS-vydavateľské centrum ŽU, 2016, 263 s. Vysokoškolské učebnice. ISBN 978-80-554-1165-1.
5. ZAPLETALOVÁ, Šárka. Krizový management podniku pro 21. století. Praha: Ekopress, 2012. ISBN 978-80-86929-85-9.
6. MACEK, Jaroslav. Konkurz, reštrukturalizácia a oddženie s poznámkami. JURIS LIBRI, 2015. ISBN 9788089635160.
7. Zákon č. 7/2005 Z. z. Zákon o konkurze a reštrukturalizácii a o zmene a doplnení niektorých zákonov

Syllabus:

Lectures:

1. General theoretical aspects of bankruptcy law. Decline and its forms.
2. Bankruptcy petition.
3. The effects of the declaration of bankruptcy and the decision in the bankruptcy proceedings.
4. Bankruptcy trustee.
5. Creditors in bankruptcy proceedings and enforceability of legal acts.
6. Bankruptcy property.
7. Satisfaction of creditors – schedule.
8. Restructuring of business entities - purpose and essence.
9. Financial and economic principles, principles and procedures for drawing up the restructuring report and plan.
10. Valuation of assets in bankruptcy and restructuring.
11. Restructuring authorization.
12. Approval of the restructuring plan.
13. Accounting, tax, labor aspects of bankruptcy and restructuring.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: doc. Ing. Eva Manová, PhD., Ing. Jozef Lukáč, PhD.

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KE PHF/PPE22503/22	Title of course: Economic Policy
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Degree of study: I.	
Prerequisites: KE PHF/PPE22505/22-Macroeconomics	
Requirements to complete the course: Prerequisites: Macroeconomics Requirements to complete the course: Seminars – total of 40%, of which: <ul style="list-style-type: none"> • continuous assessment – 20% • elaboration and presentation of semester work – 20% Exam – total 60%	
Student workload: <ul style="list-style-type: none"> • attendance at seminars - 26 hrs. • semester work processing - 13 hrs. • preparation for mid-term evaluation - 13 hrs. • preparation for the exam - 26 hrs. Total: 78 hrs.	
Teaching results: The aim of the course is to provide students a theoretical basis in the field of economic policy with a link to practical examples of the application of individual policies in selected countries and their mutual comparison with the situation in Slovakia. It is necessary to work with current statistical data in the given issue and to monitor current development trends in individual areas. Knowledge: <ul style="list-style-type: none"> - acquisition of knowledge in the field of basic types of economic policy sub-policies - knowledge of the current structure of the economy and long-term changes, stabilization policy and competition policy - knowledge related to solving problems in the social field, which is very closely related to employment, total income and pensions in society, but also the development and regulation of prices Skills: <ul style="list-style-type: none"> - search for current statistical data within the content of the subject - interpret the findings - evaluate the operation of a selected sub-type of economic policy in a specific country - draw curves, shifts of curves - express and present attitudes and opinions in solving economic problems Competences:	

- competence to think abstractly, analytically and economically, especially through the connection of theoretical knowledge with practical examples for selected countries
- competence to systematize knowledge in relation to other subjects in the field of macroeconomics, world economy and international trade.
- competence to take own views and opinions in the development of various sectors of the economy
- competence to search for, process, analyze and evaluate information on economic developments from various sources and to apply the conclusions in practical situations.

Indicative content:

Seminars:

1. Introduction to economic policy issues - selection of a specific country.
2. Budgetary policy - application in the selected country.
3. Monetary policy - application in the selected country.
4. Foreign trade policy - application in the selected country.
5. Structural policy - application in the selected country.
6. Stabilization policy - application in the selected country.
7. Competition policy - application in the selected country.
8. Social policy - application in the selected country.
9. Labor market and employment policy - application in the selected country.
10. Pricing policy - application in the selected country.
11. Income and pension policy - application in the selected country.
12. Regional policy - application in the selected country.
13. Presentation of semester works.

Support literature:

Elementary literature:

1. SPIŠÁKOVÁ, E. a kol.: Hospodárska politika (Vybrané problémy), Bratislava: Ekonóm, 2013
2. FRANK, K. a kol.: Hospodársky vývoj Slovenska v roku 2019. Bratislava: Ekonomický ústav SAV. 2020
3. BELIČKOVÁ, K. - NEUBAUEROVÁ, E. - BOÓR, B.: Rozpočtová teória, politika a prax. Bratislava: Wolters Kluwner, a.s. 2020
4. DUDOVÁ, I. - STANEK, V. - POLONYOVÁ, S.: Sociálna politika. Bratislava: Wolters Kluwer, a.s., 2018.
5. MANDEL, M. - TOMŠÍK, V.: Monetární ekonomie v období krize a konvergence. Praha: Management Press. 2018
6. GREGOVÁ, E.: Hospodárska politika v teórii a praxi. Žilina: EDIS, 2015
7. LUKÁČIK, J. a kol.: Hospodárska politika: Teória a prax. Bratislava: Sprint. 2013
8. BÉNASSY-QUÉRÉ, A. – CŒURÉ, B. – JACQUET, P. - PISANI-FERRY, J.: Economic Policy: Theory and Practice, Publisher: Oxford University Press; 2nd edition, 2018
9. Crisis Issue: Economic Policy 62, John Wiley & Sons, 2010
10. ASHIMOV, A. A. – SULTANOV, B.T. – ADILOV, Z.M.: Macroeconomic Analysis and Economic Policy Based on Parametric Control, Springer-Verlag New York Inc., 2011

Supplementary literature:

11. MIČKO, P.: Hospodárska politika Slovenského štátu. Spolok Slovákov v Poľsku, 2014
12. URBAN, J.: Teorie národního hospodářství. Bratislava: Wolters Kluwer. 2015

Syllabus:

Seminars:

1. Introduction to economic policy issues - selection of a specific country.
2. Budgetary policy - application in the selected country.
3. Monetary policy - application in the selected country.
4. Foreign trade policy - application in the selected country.

5. Structural policy - application in the selected country.
6. Stabilization policy - application in the selected country.
7. Competition policy - application in the selected country.
8. Social policy - application in the selected country.
9. Labor market and employment policy - application in the selected country.
10. Pricing policy - application in the selected country.
11. Income and pension policy - application in the selected country.
12. Regional policy - application in the selected country.
13. Presentation of semester works.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 0

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

Lecturer: Ing. Pavol Andrejovský, PhD., doc. Ing. Emília Duřová Spiřáková, PhD.

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintořová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22254/22	Title of course: Equalizer
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: individual work, test combined exam <ul style="list-style-type: none"> • test - 40% • combined exam - 60% 	
Student workload: <ul style="list-style-type: none"> • participation in seminars - 26 hours • preparation for seminars - 26 hours • preparation for exam - 26 hours Total: 78 hours	
Teaching results: The aim of the course is to consolidate and supplement the student's knowledge of high school mathematics. The student will repeat the curriculum, which in terms of content corresponds to the requirements for entrance exams in mathematics and complement his knowledge with the missing knowledge. After completing the course, he will be able to solve simpler and more complex tasks that he will encounter during his further study, both on quantitatively oriented subjects and on other subjects with the economic focus. Knowledge: On the given subject the student repeats the curriculum from a high school and completes the missing knowledge from selected areas of mathematics. The student will be able to work with the algebraic expressions, to define different types of equations and inequalities such as quadratic, exponential, logarithmic and trigonometric equations and inequalities and he will know the various types of their solutions, he will master the basic terms and definitions of combinatorics and the principles of solving problems in this area and he will know the important concepts and definitions concerning the real functions. Skills: The student will be able to solve basic and advanced problems in arithmetic and elementary algebra, to work with the expressions, polynomials, combination numbers and factorials. The student will be able to solve basic types of equations and inequalities such as quadratic, exponential, logarithmic and trigonometric equations and inequalities. The student will master the basics terms of combinatorics and the principles of solving problems in the field and he will be able to use it in	

a real situation. He will be able to determine the domain of a function, examine the basic properties of a function and sketch its graph.

Competences:

After completing the course, the student is able to solve simpler and more complex problems in mathematics, he can work with numbers, expressions and functions, to solve the equations with one or more variables and he is ready to apply his knowledge to real quantitative problems that he will encounter in further study. Knowledge acquired in this course represent the basis for successful completion of many subjects of either quantitative and economic focus.

Indicative content:

Seminars:

1. Arithmetic.
2. Elementary algebra. Expressions with rational exponents.
3. Expressions with factorials and numbers of combination.
4. Polynomials. Operations on polynomials.
5. Partial fraction decomposition.
6. Quadratic equations. Equations with absolute value.
7. Exponential equations.
8. Logarithmic equations.
9. Goniometric equations.
10. Exponential and logarithmic inequalities.
11. Goniometric inequalities.
12. Combinatorics.
13. Basic properties of the function.

Support literature:

1. BOROŠ, M. 2016. Maturita z matematiky. Ikar, 2016. ISBN: 978-8-055-14889-2
2. CARTER, R. 2018. Algebra 1. Workbook. ISBN: 978-1-790-34009-5
3. FANNON, P. – KADELBURG, V. – WOOLLEY, B. – STEPHEN, W. 2014. Mathematics Higher Level. Cambridge University Press. 2014. ISBN: 978-1-107-67215-4
4. FEŇOVČÍKOVÁ, A. - IŽARÍKOVÁ, G. 2012. Přípravný kurz zo stredoškolskej matematiky. Technická univerzita v Košiciach, 2012. ISBN: 978-80-553-1123-4
5. KOLEKTÍV AUTOROV ČVUT. 2016. Matematika: ČVUT, 2016. ISBN: 978-8-001-05849-7
6. McCUNE, S. L. 2019. Algebra I. Review and Workbook. McGraw-Hill Education, 2019. ISBN: 978-1-260-12894-9
7. MONAHAN, CH. 2019. Algebra II. Review and Workbook. McGraw-Hill Education, 2019. ISBN: 978-1-260-12888-8
8. PELLER, F. – STAREČKOVÁ, A. – PINDA, Ľ. 2012. Matematika (krok za krokom na EU). Ekonóm, 2012. ISBN: 978-80-225-3407-9
9. POLÁK, J. 2015. Přehled stredoškolské matematiky. Prometheus. 2015. ISBN: 9788071964582
10. POLÁK, J. 2018. Středoškolská matematika v úlohách II. Prometheus. 2018. ISBN: 978-80-7196-419-3
11. ŽABKA, J. – KUBÁČEK, Z. 2017. Seminár z matematiky – Matematika pre maturantov, 1. časť. MAPA Slovakia Plus, 2017. ISBN: 978-8-080-67309-3

Syllabus:

Seminars:

1. Arithmetic.
2. Elementary algebra. Expressions with rational exponents.
3. Expressions with factorials and numbers of combination.
4. Polynomials. Operations on polynomials.

5. Partial fraction decomposition.
6. Quadratic equations. Equations with absolute value.
7. Exponential equations.
8. Logarithmic equations.
9. Goniometric equations.
10. Exponential and logarithmic inequalities.
11. Goniometric inequalities.
12. Combinatorics.
13. Basic properties of the function.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 7

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

Lecturer: RNDr. Vladimír Železník

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22106/22	Title of course: Expertise Practice
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: 4	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Credit In accordance with the focus of the department, the student completes an internship, which must be in the economic field. The rules for the recognition of internships of PHF EU students are developed in accordance with the EU Study Regulations in Bratislava. Place of internship, arrangement of internship, agreement on internship, remuneration for work during internship, conditions of internship, etc. students agree individually. Implementation of the practice is recommended in the form of operational and professional practice, focused on personal performance of work in manufacturing companies, service companies, financial institutions, in business operating units of private entrepreneurs, etc. - 100%	
Student workload: 104 hours total	
Teaching results: The main goal of the course is to ensure the connection of theoretical and practical part of the study and at the same time to enable students to solve their future employment during their studies so that they have the opportunity to demonstrate to employers at least partial practical experience. Knowledge: ability to identify practical problems related to the field of study, understand the practical knowledge related to the field of study. Skills: apply the acquired practical knowledge to solve a specific problem. Competences: summarize the experience gained related to the field of study, categorize the experience gained related to the field of study.	
Indicative content: Linking study and business practice, while the student has the opportunity to test the practical application of the acquired knowledge.	
Support literature: N/A	
Syllabus:	

Linking study and business practice, while the student has the opportunity to test the practical application of the acquired knowledge.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 662

NZ	Z
0.0	100.0

Lecturer: Ing. Jozef Gajdoš, PhD., Ing. Pavol Andrejovský, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Business Economics with seat in Košice					
Course code: KOP PHF/PPO22901/22		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: 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: 207					
A	B	C	D	E	FX
15.46	34.78	25.6	17.39	6.28	0.48
Lecturer:					
Date of the latest change: 04.10.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KE PHF/PPE22502/22	Title of course: Finance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 0 Per course: 26 / 0 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KE PHF/PPE22505/22-Macroeconomics	
Requirements to complete the course: exam 100 %	
Student workload: <ul style="list-style-type: none"> • participation in lectures – 26 hours • preparation for lectures – 13 hours • preparation for exam – 39 hours Total: 78 hours	
Teaching results: The aim of the course is to present fundamental topics in various areas of finance, banking and insurance, to provide students with a basis for understanding the development of economic relations at the national and supranational level, explain the principles and mechanisms of financial markets, point out the main types of financial instruments and their use and also to the main players in the individual markets, to explain the principles and mechanisms of operation of financial and monetary institutions. Knowledge: <ul style="list-style-type: none"> • to know the basic concepts of financial theory with the creation of preconditions for their subsequent more detailed understanding in the study of financial and economic subjects, for solving more complex problems in the real economy, as well as for orientation in the functioning of individual financial systems and institutions, • to know individual financial subsystems (financial markets, banks and financial intermediaries, central banking, public finance, insurance, finance of social systems, third sector finance, international financial system), • to understand the interrelationships between the real economy and finance and gain knowledge about the functioning of financial markets and the determinants of shaping their balance, • to gain knowledge about the main types of financial instruments and their use by entities operating in individual markets, • to understand the principles and mechanisms of operation of financial markets and insurance. Competences: <ul style="list-style-type: none"> • the ability to orientate oneself in a dynamically changing financial environment, • to communicate professionally on issues related to individual sectors of finance, • to acquire a qualified outlook in the field of finance. 	

Skills:

- to analyze the basic context in finance,
- to evaluate the causes and consequences of ongoing processes in the financial markets, including the formulation of adequate conclusions,
- to discuss current problems and their possible solutions.

Indicative content:

Lectures:

1. Introduction to the field of finance. Development of finance. Definition of the financial system, financial sector and its position and function in the economic system.
2. Financial markets – definition and instruments.
3. Money market – definition and instruments.
4. Capital market – definition, instruments, and capital market institutions.
5. Foreign exchange market – definition, trades on foreign exchange market, and exchange rate.
6. International financial system – definition, international financial institutions, and balance of payment.
7. Banks and financial intermediaries – definition of banking sector, functions, commercial banks, and operations of commercial banks.
8. Central banking – status and independence of central banks, monetary policy.
9. Public finances – definition of the public sector. Public finances economy.
10. Public finances – fiscal policy.
11. Insurance and insurance market.
12. Finance of social systems.
13. Third sector finance.

Support literature:

Elementary literature:

1. SIVÁK, R. a kol. Financie. 2. prepracované a rozšírené vydanie. Bratislava: Wolters Kluwer, 2019. 440 s. ISBN 978-80-7598-533-0.

Supplementary literature:

2. ADAMKO, J. Poistenie a poisťný trh. Vybrané kapitoly. Prešov : Vydavateľstvo Michala Vaška, 2018. 188 s. ISBN 978-80-8198-027-5.
3. IRONS, R. The Fundamental Principles of Finance. Routledge, 2019. 224 p. ISBN 978-11-3847-752-0.
4. MAJERČÁKOVÁ, D. Peniaze a bankovníctvo. Bratislava: Wolters Kluwer, 2018. 192 s. ISBN 978-80-7552-972-5.
5. MISHKIN, F. S. – EAKINS, S. G. Financial Markets and Institutions. Ninth Edition. Pearson, 2017. 704 p. ISBN 978-01-3451-926-5.
6. Aktuálne vedecké a odborné články zaoberajúce sa súčasnými problémami z oblasti financií, bankovníctva a poisťovníctva.

Syllabus:

Lectures:

1. Introduction to the field of finance. Development of finance. Definition of the financial system, financial sector and its position and function in the economic system.
2. Financial markets – definition and instruments.
3. Money market – definition and instruments.
4. Capital market – definition, instruments, and capital market institutions.
5. Foreign exchange market – definition, trades on foreign exchange market, and exchange rate.
6. International financial system – definition, international financial institutions, and balance of payment.

7. Banks and financial intermediaries – definition of banking sector, functions, commercial banks, and operations of commercial banks.
8. Central banking – status and independence of central banks, monetary policy.
9. Public finances – definition of the public sector. Public finances economy.
10. Public finances – fiscal policy.
11. Insurance and insurance market.
12. Finance of social systems.
13. Third sector finance.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 1009

A	B	C	D	E	FX
2.38	6.54	20.91	30.82	36.08	3.27

Lecturer: doc. Ing. Jozefína Hvastová, PhD.

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22125/22	Title of course: Fundamentals of 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: 3.	
Degree of study: I.	
Prerequisites: KE PHF/PPE22507/22-Business Economics	
Requirements to complete the course: team project, continuous tests combined exam The project processing team consists of 2 members and the selection of team members will be done randomly. Project evaluation is performed as a team. All team members receive the same rating. <ul style="list-style-type: none"> • elaboration and presentation of a team project - 15% • result of the semester test - 15% • activity in seminars - 10% • final written test and oral exam - 60% 	
Student workload: <ul style="list-style-type: none"> • participation in lectures and seminars = 52 hrs. • preparation for active forms of teaching = 26 hrs. • elaboration of a semester work = 26 hrs. • preparation for the semester test = 13 hrs. • preparation for the final test and oral exam = 39 hrs. Total = 156 hrs	
Teaching results: The main goal of the course is to provide comprehensive knowledge about approaches in the management of organizations in the context of the latest development trends and concepts. Students will gain knowledge of basic managerial functions (planning, organizing, leading and controlling.) They will understand the logic and functioning of the organization. Special emphasis in the subject is placed on the acquisition of skills, competencies, techniques and knowledge necessary for the successful management of the organization. The content of the course provides an overview of the organization in the short and long term, the setting of its goals, analysis of the environment, but also the development of its strategy. It will enable students to develop plans to effectively achieve organizational goals. Students will acquire skills related to the function of a manager in today's competitive environment. They are acquainted with the work of organizations, their development in a changing business environment influenced by political, economic, social, technological, legal and environmental factors. Knowledge: <ul style="list-style-type: none"> • orientation in managerial approaches 	

- understand the principles of operation of the company in terms of managerial functions
- orientate oneself in leadership and motivation styles
- acquire knowledge of the analysis of the company's environment
- acquire knowledge of basic management methods and techniques in order to keep companies competitive.

Skills:

- apply management methods in solving business problems
- interpret the results of analyzes and prepare the basis for decision-making
- discuss business problems and their possible solutions

Competences:

- the ability to collect and interpret data related to the analysis of the enterprise's environment
- the ability to compare the undertakings examined with competitors
- the ability to plan, organize and make effective decisions in the company
- the ability to lead human resources to achieve the company's objectives

Indicative content:

Lectures:

1. Trends and challenges of management.
2. The nature of work and the role of the manager.
3. Management development (main concepts).
4. Planning. Managerial diagnostics.
5. Organizing and creating organizational structures in the company.
6. Leadership and creation of work teams.
7. Managerial decision making and information process.
8. Control and process of control activities in the company.
9. Communication and motivation of employees.
10. Application management.
11. Methodical management.
12. Ethical aspects of management.
13. Intercultural management.

Seminars:

1. Importance, essence, creation and solution of case studies in management.
2. Personality of the manager. Managerial roles. The style of managerial work.
3. External diagnostics of the business environment. Macroenvironment analysis - STEP factors, Porter's model of five competitive forces.
4. Internal diagnostics of the company. Internal profile of the company, evaluation of competitive strength. SWOT analysis.
5. First continuous test. Management theory and practice. Japanese management.
6. BCG matrix.
7. ABC method, Pareto rule 80:20, Gantt chart.
8. Basic rules of organization and creation of organizational structures.
9. Managerial decision-making. Tools and techniques supporting the decision-making process. in the company. Causal chain, Influence diagrams, cognitive maps, morphological matrix.
10. Second continuous test. The essence and creation of working groups. From working group management to leadership.
11. Effective communication. Forms and types of communication, communication tools used in business practice.
12. Motivation and stimulation.
13. Awards and job preferences.

Support literature:

Elementary literature:

1. COHEN, S. 2020: Management Fundamentals. Columbia Press University 2020. ISBN13 (EAN): 9780231194495
2. MIHALČOVÁ, Bohuslava a kol. 2019. Manažment. Teória a prax. VŠB- TU- Ostrava 2019. ISBN 978-80-248-4276-9.s. 343s
3. BRUOTHOVÁ, M. a kol. 2013. Manažment – praktikum. Bratislava : Ekonóm, 2013. 285 s. ISBN 978-80-225-3624-0
4. MIHALČOVÁ, B. a kol. 2009. Manažment v sociálnej sfére. Ružomberok : Edičné stredisko Pedagogickej fakulty Katolíckej univerzity v Ružomberku, 2009. 247 s. ISBN 978-80-8084-434-9.

Supplementary literature:

5. ANTOŠOVÁ, M.: Manažment v teórii a praxi. Košice: Edičné stredisko TU, 2010. 253 s. ISBN 978-80-553-0516-5.
6. MAJTÁN, M. a kol. 2009. Manažment. Bratislava : Sprint dva, 2009. ISBN 978-80-89393-07-7.

Syllabus:

Lectures:

1. Trends and challenges of management.
2. The nature of work and the role of the manager.
3. Management development (main concepts).
4. Planning. Managerial diagnostics.
5. Organizing and creating organizational structures in the company.
6. Leadership and creation of work teams.
7. Managerial decision making and information process.
8. Control and process of control activities in the company.
9. Communication and motivation of employees.
10. Application management.
11. Methodical management.
12. Ethical aspects of management.
13. Intercultural management.

Seminars:

1. Importance, essence, creation and solution of case studies in management.
2. Personality of the manager. Managerial roles. The style of managerial work.
3. External diagnostics of the business environment. Macroenvironment analysis - STEP factors, Porter's model of five competitive forces.
4. Internal diagnostics of the company. Internal profile of the company, evaluation of competitive strength. SWOT analysis.
5. First continuous test. Management theory and practice. Japanese management.
6. BCG matrix.
7. ABC method, Pareto rule 80:20, Gantt chart.
8. Basic rules of organization and creation of organizational structures.
9. Managerial decision-making. Tools and techniques supporting the decision-making process. in the company. Causal chain, Influence diagrams, cognitive maps, morphological matrix.
10. Second continuous test. The essence and creation of working groups. From working group management to leadership.
11. Effective communication. Forms and types of communication, communication tools used in business practice.0
12. Motivation and stimulation.
13. Awards and job preferences.

Language whose command is required to complete the course: Slovak					
Notes:					
Assessment of courses Total number of evaluated students: 928					
A	B	C	D	E	FX
12.28	15.63	23.38	23.38	23.6	1.72
Lecturer: prof. Ing. Bohuslava Mihalčová, PhD. & PhD., EUR ING., Ing. Klaudia Šoltésová, PhD.					
Date of the latest change: 14.03.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22126/22	Title of course: Human Resource 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: 4	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KM PHF/PPM22125/22-Fundamentals of Management	
Requirements to complete the course: team semester work, continuous tests written exam The team for processing the semester work consists of 2 members and the selection of team members will be done randomly. The evaluation of the semester work is performed as a team. All team members receive the same rating. <ul style="list-style-type: none"> • elaboration and presentation of team semester work - 10% • result of the semester test - 25% • activity in seminar - 5% • final written exam - 60% 	
Student workload: <ul style="list-style-type: none"> • Participation at lectures: 26 hours • Participation at seminars: 26 hours • elaboration of team semester work: 13 hours • Preparation for semestral test: 13 hours • Preparation for written exam: 26 hours Total: 104 hours	
Teaching results: The aim of the course is to understand the functions of human resources management (HRM) and to enable students to integrate knowledge and competencies into practice, develop skills and prepare them for the role of human resource managers in the form of practical solutions of case studies and model situations. Knowledge: to know the definition, basic categories, and models of human resources management and its importance in the functioning of the organization - to understand the theoretical background and approaches to individual areas and functions of HRM - to apply the acquired knowledge in solving case studies and model situations typical in business practice - to assess the level of activities of human resources management in practice and formulate measures, for various HR activities: human resource strategy and planning, job analysis, processes of staffing and downsizing, HR training and development, performance management,	

compensation and benefits, labor relations and care for human resources, international human resource management

Skills:

- to apply an entrepreneurial approach in HR management
- to apply social skills and communication skill
- to use cognitive skills, critical thinking, decision making, problem solving, evaluation
- to work in a team, ability to lead a team, leadership

Competences:

- to develop and implement human resource strategy and policies
- realize HRM activities - HR formation, performance management, relationship management, compensation and benefits
- ability to manage human resources in various conditions

Indicative content:

The course introduces the basics of the theory and practice of human resource management in modern organizations. Students will understand the main functions and activities that are performed in the context of human resources: planning of human resources, staffing, performance management, compensation and benefits, training of employees, social care etc.

Lectures:

1. Subject and content of HRM. Trends in human resource management.
2. Human resource strategy and planning.
3. Job analysis. Job design and redesign.
4. Recruitment.
5. Selection of employees.
6. The methods of selection. Evaluation of the efficiency of recruitment and selection.
7. Recruitment and adaptation of human resources.
8. Deployment and employee reductions.
9. Performance management and appraising of performance.
10. Training and development of employees.
11. Remuneration.
12. Deployment and staff reductions.
13. International human resources management.

Seminars:

1. HRM system and changes.
2. HRM functions. Organizational culture as a tool of HRM.
3. Procedure in employee planning – basic steps – suggestion. Planning of the need and resources of HR. HR development planning.
4. Job analysis. Job design. Methods of job analysis, outputs of job analysis (job description, job specification), assessment and design of job.
5. Recruitment: the methods, pros and cons.
6. Selection: analysis of selection methods.
7. Selection and employment. Job interview.
8. Adaptation of employees – the suggestion of the induction process.
9. Downsizing and outplacement: case studies.
10. Evaluation of employees: discussion, criteria proposal, role playing.
11. Semestral test.
12. Training of employees: discussion, model situation, case study. Compensation and benefits: discussion, case studies.
13. Assessment of students.

Support literature:

Elementary literature:

1. Armstrong, M. – Taylor, S.: Armstrong's Handbook of Human Resource Management practice. 15th revised edition. London: Kogan Page Ltd, 2020. 800 s. ISBN 978-07-494-9827-6.
2. Caers, R.: Human Resource Management: Basics. 2nd Edition. Cambridge: Intersentia, 2019, 278 s. ISBN 978-1-78068-771-1.
3. Dessler, G.: Human Resource Management. 16th edition. Pearson Education Limited, 2019. 728 pp. ISBN 978-1-292-30912-5.
4. Matušovičová, M. – Pavlíková, M.: Manažment ľudských zdrojov. Bratislava: Vydavateľstvo EKONÓM, 2020. 180 s. ISBN 978-80-225-4712-3.
5. Marasová, J.: Historické a súčasné premeny manažmentu ľudských zdrojov. Banská Bystrica: Belianum, 2020. 152 s. ISBN 978-80-5571-695-4.

Supplementary literature:

6. Van De Heuvel, S. - Boundarouk, T.: The rise (and fall?) of HR analytics: a study into the future application, value, structure, and system support. In: Journal of Organizational Effectiveness: People and Performance, 2017, 4(2), 157-178.
7. Koubek, J.: Řízení lidských zdrojů – základy moderní personalistiky. 5. vyd. Praha: Management Press, 2015. ISBN 978-80-7261-288-8.
8. Olexová, C.: Riadenie ľudských zdrojov : praktikum. Bratislava: Vydavateľstvo EKONÓM, 2011. 105 s. ISBN 978-80-225-3260-0.
9. Olexová, C.: Establishing the Financial Returns Arising from an Evaluation of a Retail Training Programme. Registrovaný: WOS, Scopus. In Industrial and Commercial Training. - Bingley : Emerald Publishing, 2018. ISSN 0019-7858, vol. 50, no. 1, pp. 20-31.
10. Ulrich, D. – Dulebohn, J. H.: Are we there yet? What's next for HR? In: Human Resource Management Review, 2015, 25, 188-204.

Syllabus:

Lectures:

1. Subject and content of HRM. Trends in human resource management.
2. Human resource strategy and planning.
3. Job analysis. Job design and redesign.
4. Recruitment.
5. Selection of employees.
6. The methods of selection. Evaluation of the efficiency of recruitment and selection.
7. Recruitment and adaptation of human resources.
8. Deployment and employee reductions.
9. Performance management and appraising of performance.
10. Training and development of employees.
11. Remuneration.
12. Deployment and staff reductions.
13. International human resources management.

Seminars:

1. HRM system and changes.
2. HRM functions. Organizational culture as a tool of HRM.
3. Procedure in employee planning – basic steps – suggestion. Planning of the need and resources of HR. HR development planning.
4. Job analysis. Job design. Methods of job analysis, outputs of job analysis (job description, job specification), assessment and design of job.
5. Recruitment: the methods, pros and cons.
6. Selection: analysis of selection methods.
7. Selection and employment. Job interview.
8. Adaptation of employees – the suggestion of the induction process.

9. Downsizing and outplacement: case studies.
10. Evaluation of employees: discussion, criteria proposal, role playing.
11. Semestral test.
12. Training of employees: discussion, model situation, case study. Compensation and benefits: discussion, case studies.
13. Assessment of students.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 29

A	B	C	D	E	FX
6.9	6.9	6.9	37.93	41.38	0.0

Lecturer: doc. Ing. Cecília Olexová, PhD., Ing. Miroslava Barkóciová

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22119/22	Title of course: Image in Theory and Praxis
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites: KOP PHF/PPO22101/22-Marketing	
Requirements to complete the course: Ongoing evaluation: 40% semester assignment – 20% written examination - 10% activity in exercises – 10% Exam: 60% (written combined exam)	
Student workload: Attendance at lectures: 26 hours Elaboration of a semester assignment: 36 hours Preparation of the assignment: 26 hours Preparation for the written exam: 16 hours Total 104 hours	
Teaching results: The aim of the course is to encourage students to apply the theoretical basis of marketing in relation to the theory of image with another continuity of the meaning of multidisciplinary links. Familiarization with the creation and analysis of the image in business, but also social practice with an emphasis on success in the globalizing environment of the EU. Knowledge: to understand the issue of applying the theory of image in a specific business, but also social practice with an emphasis on connecting a complex of optimal marketing mix. Skills: the ability to apply marketing instruments and research instruments on a specific example with an impact on goodwill, resp. badwill. Critically evaluate the situation, propose solutions to marketing problems within the tactical and strategic level. By completing the course they will deepen their skills in working with data of primary and secondary nature, application of theoretical knowledge in their own research activities in the field focused on subsequent image analysis, interpersonal communication, collaboration and ability to address and receive criticism, skills to present and communicate the results of their findings. Competences: acquired in the teaching process allow to creatively assess the basic context of the management of marketing activities of business entities and make decisions based on their knowledge. The goal is to achieve a high degree of independence and foresight in both known and unknown environments. Work proactively and responsibly as part of a work team. Application of innovative and creative thinking supported by professional presentation of the results of one's own study or practice.	

Indicative content:

Lectures:

Origin of the definition and use of the IMIDJ phenomenon.

Image as part of the strategic management process.

Image as part of the marketing mix.

Image classification.

Basic elements of image.

Specification of factors influencing the image.

Image creation.

Image analysis.

Image of products and brands.

Image of Slovak and local products

Image of retail companies in the Slovak Republic

Image and its application in business practice.

Image in selected practice of the non-profit sector.

Exercises:

Introductory meeting, acquaintance with conditions and requirements within the course. The origin of defining and using the IMIDŽ phenomenon.

Image classification. Basic elements of image - application under specific conditions.

Specification of factors influencing the image - application under specific conditions.

Image analysis. - application under specific conditions.

Image as part of the marketing mix. - application under specific conditions.

Image and its application in business management practice. - application within specific conditions.

Image as a part of strategic management process - application within specific conditions.

Individual definition of problems of application of image theory and subsequent processing of projects.

Continuous presentation of projects - justification of selection, presentation of analyzes

Ongoing evaluation and comment procedure for projects - opposition of projects

Evaluation of the success of processed projects, their strengths and weaknesses.

Final defense of projects.

Evaluation of fulfillment of criteria and granting of credits.

Support literature:

Elementary literature:

LIESKOVSKÁ, V.: Imidž v teórii a praxi. Bratislava, Ekonóm 2000.

ČIHOVSKÁ, V., HANULÁKOVÁ, E., LIPIANSKA, J.: Firemný imidž. Bratislava, Eurounion 2001.

KAUL, Asha - DESAI, A. Corporate reputation decoded : building, managing and strategising for corporate excellence. New Delhi : SAGE, 2014. 300 s. ISBN 978-81-321-1774-2.

Supplementary literature:

Marketing science & inspirations : vedecký časopis zameraný na problematiku marketingu a marketingového manažmentu.

CORSI, A., COHEN, J., LOCKSHIN, L.: Store Image of Retail Outlets Wine in China. 2017.

World Book Series: Elsevier Asian Studies Series

MOOIJ, M. de. Global Marketing and Advertising. Understanding Cultural Paradoxes. London: Sage Publications, 2010, 322 s. ISBN 978-1-4129-7041-9.

Syllabus:

Lectures:

Origin of the definition and use of the IMIDJ phenomenon.

Image as part of the strategic management process.

Image as part of the marketing mix.
 Image classification.
 Basic elements of image.
 Specification of factors influencing the image.
 Image creation.
 Image analysis.
 Image of products and brands.
 Image of Slovak and local products
 Image of retail companies in the Slovak Republic
 Image and its application in business practice.
 Image in selected practice of the non-profit sector.

Exercises:

Introductory meeting, acquaintance with conditions and requirements within the course. The origin of defining and using the IMIDŽ phenomenon.

Image classification. Basic elements of image - application under specific conditions.

Specification of factors influencing the image - application under specific conditions.

Image analysis. - application under specific conditions.

Image as part of the marketing mix. - application under specific conditions.

Image and its application in business management practice. - application within specific conditions.

Image as a part of strategic management process - application within specific conditions.

Individual definition of problems of application of image theory and subsequent processing of projects.

Continuous presentation of projects - justification of selection, presentation of analyzes

Ongoing evaluation and comment procedure for projects - opposition of projects

Evaluation of the success of processed projects, their strengths and weaknesses.

Final defense of projects.

Evaluation of fulfillment of criteria and granting of credits.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 38

A	B	C	D	E	FX
10.53	36.84	21.05	15.79	15.79	0.0

Lecturer: prof. Ing. Vanda Lieskovská, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22296/22	Title of course: Information and Communication Technologies
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: written work, midterm tests, seminar assignment combined exam <ul style="list-style-type: none"> • continuous submission (weekly) of documents exclusively via https://elearning.euke.sk • written midterm testing in the 6th and 12th week (15 points + 15 points) - 30% • accepted semester assignment and bonus assignment + activity - 10% submitted within the deadline • combined exam - 60% Minimum number of points for participation in the exam - 21 b.	
Student workload: <ul style="list-style-type: none"> • participation in lectures - 26 hours • participation in seminars - 26 hours • preparation for the semester test - 26 hours • processing of the semester assignment - 26 hours • preparation for the exam - 26 hours Total: 130 hours	
Teaching results: The course covers the basic aspects of the utilisation of computer technology for management of business systems and business information processing. The aim of the course is to acquire a knowledge base and gain practical experience of working with computer technology and office applications at the enterprise level. Knowledge: <ul style="list-style-type: none"> • regarding use of hardware and software in corporations and systems needed for information processing in the company • in the field of computer security, encryption and protection of corporate data • in the field of computer networks and their use in the company • from the area of creating presentations using the MS Office suite Skills: <ul style="list-style-type: none"> • use of MS Office applications, • use of applications designed for information retrieval and communication in the intranet, internet and extranet 	

- creating links in documents and processing bulk correspondence, importing and exporting data from/to text files
- processing information in a word processing applications, editing styles, creating new styles, using tools for automatic generation of reports, lists, content.
- creating presentations using presentation software support.

Competences:

- use of computer hardware and software for corporate purposes
- orientation in the interface of the most used office suite MS Office
- processing of sensitive information in the company in compliance with the principles of security and protection of corporate data
- work in intranet and extranet computer networks and obtaining data from the Internet

Indicative content:

Informatics and digitalisation of society. Computer classes, basic parts and their characteristics. Use of IT. Basic operations in network solutions. Basic software. Working with objects, interpreting data stored on storage media. Principles of database processing. Principles of tabulation. Principles of word processing. Infiltration means and security. Importance of encryption, cryptology. Computer networks. Internet - technologies, principles and use of information retrieval techniques.

Lectures:

1. Informatics and digitalization of society, economic information, information system.
2. Development and classification of computers, structure of computer system, characteristics.
3. Peripheral devices, computer input-output devices, characteristics, use.
4. Data carriers and external memories, characteristics, use.
5. Application equipment of computers, characteristics.
6. Operating systems. Database systems, classification, characteristics.
7. Text processing, characteristics. Tabulation, characteristics.
8. Graphic processing, characteristics.
9. Infiltration means, anti-infiltration methods.
10. Annotations of selected infiltration means. Annotations of selected antivirus protection tools.
11. Security of information technologies, importance of encryption, cryptology. Electronic signature.
12. Communication and communication services, computer networks, characteristics of basic types, meaning.
13. Internet - technologies, principles and use, information retrieval techniques.

Exercises:

1. Introduction to the subject, activation of access to individual systems, basic operations when working with a PC.
2. MS Office365, overview of applications - configuration, communication, sharing.
3. Information processing in a text processing application (direct work with text, work with tables, the most used keyboard shortcuts, document security).
4. Editing styles, creating new styles, using tools for automatic generation of reports, lists, content.
5. Use of functionalities for creating links and mass correspondence, import and export of data.
6. Creating templates and templates with the possibility of connecting applications. 1st Midterm test
7. Creating of Macros in MS Word
8. Creating templates, graphs, importing and exporting data is MS Powerpoint
9. Creating presentations using multimedia applications, rules for creating presentations.
10. Defining the properties of templates and output presentation
11. Creating a presentation for a multimedia presentation. Internet - a source of information.
12. 2nd Midterm test.
13. Control of assignments, presentation of student projects. Semester evaluation.

Support literature:

1. BESKEEN, D. W., CRAM, C. M., DUFFY, J., FRIEDRICHSEN, L., & REDING, E. E. Illustrated Microsoft Office 365 & Office 2019: Introductory. Cengage Learning, 2019. ISBN: 9780357025673
2. NORDELL, R. 2019, Microsoft Office 365: In Practice, 2019 Edition, McGraw-Hill Education ISBN: 9781260079906
3. O'LEARY, Timothy J.; O'LEARY, Linda; O'LEARY, Daniel. 2020. Computing Essentials 2021. McGraw Hill, 2020. ISBN: 9781260570755
4. KOKLES, M. – ROMANOVÁ, A. 2019. Informatika. Bratislava : Sprint dva, 2019. 250s. ISBN: 9788089710409.
5. ROMANOVÁ, A.. 2018. Informatika I: zbierka úloh. Bratislava : Vydavateľstvo EKONÓM, 2018. ISBN: 9788022545730.
6. ŠTEFÁNEK, J. – GRELL, M. – CÁRACHOVÁ, M. – LEVČÍK, M. 2011. Praktické príklady z hospodárskej informatiky: praktikum. Bratislava: Vydavateľstvo EKONÓM, 2011.
7. ROMANOVÁ, A.. 2018. Ekonomické aplikácie v MS Office. Bratislava: Vydavateľstvo EKONÓM, 2018. ISBN 978-80-225-4574-7
8. PECINOVSÝ, J., PECINOVSÝ, R. Office 2019. Grada, 2019. ISBN: 9788024723037.

Syllabus:

Lectures:

1. Informatics and digitalization of society, economic information, information system.
2. Development and classification of computers, structure of computer system, characteristics.
3. Peripheral devices, computer input-output devices, characteristics, use.
4. Data carriers and external memories, characteristics, use.
5. Application equipment of computers, characteristics.
6. Operating systems. Database systems, classification, characteristics.
7. Text processing, characteristics. Tabulation, characteristics.
8. Graphic processing, characteristics.
9. Infiltration means, anti-infiltration methods.
10. Annotations of selected infiltration means. Annotations of selected antivirus protection tools.
11. Security of information technologies, importance of encryption, cryptology. Electronic signature.
12. Communication and communication services, computer networks, characteristics of basic types, meaning.
13. Internet - technologies, principles and use, information retrieval techniques.

Exercises:

1. Introduction to the subject, activation of access to individual systems, basic operations when working with a PC.
2. MS Office365, overview of applications - configuration, communication, sharing.
3. Information processing in a text processing application (direct work with text, work with tables, the most used keyboard shortcuts, document security).
4. Editing styles, creating new styles, using tools for automatic generation of reports, lists, content.
5. Use of functionalities for creating links and mass correspondence, import and export of data.
6. Creating templates and templates with the possibility of connecting applications. 1st Midterm test
7. Creating of Macros in MS Word
8. Creating templates, graphs, importing and exporting data in MS Powerpoint
9. Creating presentations using multimedia applications, rules for creating presentations.
10. Defining the properties of templates and output presentation

11. Creating a presentation for a multimedia presentation. Internet - a source of information.
12. 2nd Midterm test.
13. Control of assignments, presentation of student projects. Semester evaluation.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 1094

A	B	C	D	E	FX
0.91	2.19	9.87	21.85	58.87	6.31

Lecturer: Ing. Jaroslav Dugas, PhD., Ing. Cyril Závadský, PhD.

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22109/22	Title of course: Intercultural Communication in Marketing
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KOP PHF/PPO22101/22-Marketing	
Requirements to complete the course: assignment, continuous test oral examination <ul style="list-style-type: none"> • continuous tests - 20% • assignment presentation - 20% • oral exam - 60% 	
Student workload: participation in seminars = 26 hours preparation for seminars = 26 hours preparation for the exam = 26 hours Total study load: 78 hours	
Teaching results: The aim of the course is to acquaint students how to effectively communicate in a multicultural environment with the customer, to resolve conflicts in appropriate and appropriate ways at home, but especially abroad in organizations of various sizes and types. Knowledge: After completing the course, students should be able to apply theoretical knowledge and understanding of intercultural marketing communication to address specific situations in the activities of companies operating in today's globalizing world. Skills: Ability to apply the acquired knowledge and formulate criteria for the analysis of the current state, identify selected aspects of multicultural marketing. Competences: Ability to work with information - search, select, analyze and know cultural differences and be able to communicate with other cultures. Further analyze not only the culture of the person with whom we interact, but also the personality of man, his behavior in conflict situations, demographic and life experiences.	
Indicative content: Seminars: Intercultural communication - definition, theoretical background. Intercultural aspects of marketing. Discussion, team work. Cultural aspects of the marketing mix in the countries of the European Union. Discussion. Perception of marketing and business activities by domestic customers in an international environment. Discussion, team work.	

Shortcomings in the communication mix of multicultural societies. Discussion.
Test. Factors influencing the communication process in international markets. Discussion, team work.
Gender, religion, values and attitudes influence different communication appeals. Discussion, team work.
International communication. Discussion.
Conflicts in the international environment of communication with customers. Team work, critical evaluation.
Multicultural marketing. Discussion, team work, critical evaluation.
Test. International advertising organizations. Discussion, team work.
Regulation of specific products in different European countries. Team work.
Presentation and submission of assignments.

Support literature:

Základná literatúra:

PONDELNÍKOVÁ, I. (2020). Úvod do medzinárodných kultúrnych vzťahov a interkultúrnej komunikácie. Banská Bystrica: DALI-BB, 2020. ISBN 978-80-8141-243-1.

HOLLIDAY, A. – HYDE, M. – KULLMAN, J. (2021). Intercultural Communication. An Advanced Resource Book for Students. 4th Edition. London: ImprintRoutledge, 2021. 344 p. ISBN 978-0-3674-8248-0.

NOVÝ, I., SCHROLL-MACHL, S. (2003). Spolupráce přes hranice kultur. Praha: Management Press, 2005. ISBN 80-7261-121-6.

Doplňujúca literatúra:

THUSSU, D. K. (2019). International communication. Continuity and Change. 3rd edition. London: Bloomsbury Publishing, 2019. ISBN 978-1-7809-3266-8.

PRŮCHA, J. (2004). Interkulturní komunikace. Praha: Grada Publishing, 2004.

de MOOIJ, M. (2010). Global Marketing and Advertising. Understanding Cultural Paradoxes. London: Sage Publications, 2010. 322 p. ISBN 978-1-4129-7041-9.

BERNDT, R., ALTOBELLI, C., F., SANDRE, M.: Mezinárodní marketingový management. Brno: Computer Press, 2007. ISBN 978-80-251-1641-8.

NOVÝ, I., SCHROLL-MACHL, S. (2003). Interkulturní komunikace v řízení a podnikání. Praha: Management Press, 2003.

Syllabus:

Seminars:

Intercultural communication - definition, theoretical background.

Intercultural aspects of marketing. Discussion, team work.

Cultural aspects of the marketing mix in the countries of the European Union. Discussion.

Perception of marketing and business activities by domestic customers in an international environment. Discussion, team work.

Shortcomings in the communication mix of multicultural societies. Discussion.

Test. Factors influencing the communication process in international markets. Discussion, team work.

Gender, religion, values and attitudes influence different communication appeals. Discussion, team work.

International communication. Discussion.

Conflicts in the international environment of communication with customers. Team work, critical evaluation.

Multicultural marketing. Discussion, team work, critical evaluation.

Test. International advertising organizations. Discussion, team work.

Regulation of specific products in different European countries. Team work.

Presentation and submission of assignments.					
Language whose command is required to complete the course: Slovak					
Notes:					
Assessment of courses Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Jozef Gajdoš, PhD.					
Date of the latest change: 25.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22105/22	Title of course: International 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: 4.	
Degree of study: I.	
Prerequisites: KOP PHF/PPO22101/22-Marketing	
Requirements to complete the course: Assessment: total for the semester 100% Seminars: 40%, of which: processing of semester assignment: 20% written examination: 10% activity: 10% Exam: 60%	
Student workload: <ul style="list-style-type: none"> • Participation at lectures: 26 hours • Participation at seminars: 26 hours • Written assignment: 13 hours • Preparation for the semester test: 13 hours • Preparation for final exam: 26 hours Total: 130 hours	
Teaching results: The aim of the course is to clarify the application of international marketing in foreign to global markets and in real business conditions and to understand the process of identifying goods and services that foreign customers require and their subsequent provision at the right price and in the right place. Knowledge: The student will gain the ability to identify and understand the differences in the marketing environment in different countries, will gain knowledge about the specifics of the marketing environment in different regions of the world. The student will know the process of creating an international marketing strategy. Competences: Based on the acquired knowledge, the student is able to solve specific problems of the international environment, apply an international marketing plan adapted to the specifics of individual markets. Skills: After completing the course, the student knows the specifics of international markets, has a comprehensive thinking in the field of international marketing and can apply it in practice.	
Indicative content: Lectures: 1. International marketing.	

2. International marketing environment.
3. Culture in international business.
4. International marketing plan.
5. International marketing research.
6. Decision-making on the internationalization of marketing activities of the organization.
7. Market selection decisions.
8. Deciding on the form of entering a foreign market.
9. Decision-making on the marketing mix when entering a foreign market - a product.
10. Decision-making on the marketing mix when entering a foreign market - price.
11. Decision-making on the marketing mix when entering a foreign market - marketing communication.
12. Decision-making on the marketing mix when entering a foreign market - marketing distribution.
13. Decision-making about marketing organization

Seminars:

1. Introduction to the study of the subject, Assignment for the following exercises.
2. Analysis of the economic environment of selected countries
3. Analysis of the social and demographic environment of selected countries
4. Analysis of the cultural environment of selected countries
5. Analysis of the natural and technological environment of selected countries
6. Creating a marketing plan in selected companies
7. Decision-making on internationalization within selected companies
8. Decision on the form of entry into the foreign market of selected companies
9. Design of marketing mix of selected company - product
10. Design of marketing mix of selected company - price
11. Design of marketing mix of selected company - distribution
12. Design of marketing mix of selected company - promotion
13. Presentations of students' work and their mutual evaluation

Support literature:

Elementary literature:

ZORKÓCIOVÁ, O. a kol. 2016. Medzinárodný marketing. Bratislava : Ekonóm, 2016. 310 s. ISBN 978-80-225-4332-3

GIOVANNA PEGAN, DONATA VIANELLI, PATRIZIA DE LUCA. 2020. International Marketing Strategy: The Country Of Origin Effect On Decision-Making In Practice. Springer, ISBN 9783030335885

DAVID W. STEWART. 2019. Financial Dimensions of Marketing Decisions (1st ed.). Springer International Publishing; Palgrave Macmillan. ISBN 978-3-030-15564-3

MARY C. GILLY; JOHN L. GRAHAM. 2019. International marketing. McGraw-Hill Education. ISBN: 9781259712357

MACHKOVÁ H. 2015. Mezinárodní marketing. Strategické trendy a příklady z praxe. 4. vyd. Praha: Grada Publishing, a.s., 2015. ISBN 978-80-247-9634-5

CATEORA, Ph.-GILLY, M.-GRAHAM, J. 2012. International Marketing. New York : McGraw-Hill/Irwin, 2012. 736 s. ISBN 978-0073529974

Supplementary literature:

Professional magazines The Economist, The Wall Street Journal, Fortune, Business week, Forbes,
other magazine literature related to the given issue.

Syllabus:

Lectures:

1. International marketing.

2. International marketing environment.
3. Culture in international business.
4. International marketing plan.
5. International marketing research.
6. Decision-making on the internationalization of marketing activities of the organization.
7. Market selection decisions.
8. Deciding on the form of entering a foreign market.
9. Decision-making on the marketing mix when entering a foreign market - a product.
10. Decision-making on the marketing mix when entering a foreign market - price.
11. Decision-making on the marketing mix when entering a foreign market - marketing communication.
12. Decision-making on the marketing mix when entering a foreign market - marketing distribution.
13. Decision-making about marketing organization

Seminars:

1. Introduction to the study of the subject, Assignment for the following exercises.
2. Analysis of the economic environment of selected countries
3. Analysis of the social and demographic environment of selected countries
4. Analysis of the cultural environment of selected countries
5. Analysis of the natural and technological environment of selected countries
6. Creating a marketing plan in selected companies
7. Decision-making on internationalization within selected companies
8. Decision on the form of entry into the foreign market of selected companies
9. Design of marketing mix of selected company - product
10. Design of marketing mix of selected company - price
11. Design of marketing mix of selected company - distribution
12. Design of marketing mix of selected company - promotion
13. Presentations of students' work and their mutual evaluation

Language whose command is required to complete the course:

Slovak,

Notes:

Assessment of courses

Total number of evaluated students: 42

A	B	C	D	E	FX
2.38	16.67	45.24	28.57	2.38	4.76

Lecturer: doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD., doc. Ing. Jozef Zuzik, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22108/22	Title of course: International Trade
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KEM PHF/PPEM22505/22-Macroeconomics	
Requirements to complete the course: Continuous evaluation: written examination in the 7th week - 5 points and in the 11th week - 5 points active participation in exercises and discussions - 10 points assignment, presentation - 20 points • 21 points are required to obtain an interim assessment. Final evaluation: Written exam - 60 points. In order to pass the exam, it is necessary to obtain at least 51 points together with the exercises and the final written exam.	
Student workload: Total study load (in hours): Lectures: 26 h Exercises: 26 h Preparation for continuous exams: 26 h Preparation for the final exam: 52 h Project preparation: 26 h Total: 156 h	
Teaching results: The subject of international trade is focused on gaining knowledge in the field of theories, structure and trade finance schemes for international trade. It also presents an overview of the concepts, purposes, features, and risks of international trade. A grasp of the features and risks of international trade facilitates a better understanding of the numerous methods of payment in international trade and the relevant trade finance schemes, which is essential to success in international trade transactions Knowledge: After completing the course, students will have basic knowledge of foreign trade, its importance and development, territorial and commodity structure and export support, they will understand the active and passive form of autonomous foreign trade policy and the procedure for securing international trade operations. Skills: Students will understand the essence of international trade, they will be able to compare individual foreign markets, instruments and financing of foreign trade.	

Competences: After the course, students will understand the principles of international trade, evaluate the advantages and disadvantages of individual foreign trade operations, choose the most appropriate form of financing foreign trade and independently implement the import and export business case.

Indicative content:

Lectures:

International trade, its importance and institutional support.

Theories of international trade.

Territorial and commodity structure of international trade

Risks in international trade

Autonomous means of foreign trade policy

Tariff and non-tariff means of passive autonomous foreign trade policy of the EU

Foreign trade operations.

Methods of payment in international trade.

Documentation in international trade.

Financing of international trade.

Multinational corporations and international trade.

International tax environment and transfer pricing.

Slovak Republic and international trade.

Seminars:

Introduction to the study - organizational instructions, assignment of tasks, papers, basic concepts.

Discussion on globalization and its impact on international trade.

World economy and international trade in the world economy. A critical look at modern theories of international trade.

EU foreign trade policy - selected current examples - presentation of the assignment and discussion

The World Trade Organization (WTO) and its role in the current development of international trade - presentation and discussion

The position of Slovakia in the Ministry of Defense - an indicator of the intensity of the country's participation in the international division of labor (MDP), Real terms of trade (Terms of Trade) - an indicator of the quality of the country's participation in the MDP - assignment presentation and discussion

Liberalization of international trade after World War II. war - presentation of the assignment and discussion

Risks in international trade - presentation of the assignment and discussion

The European Union and the EU's common commercial policy - presentation of the assignment and discussion

The problem of dumping and anti-dumping measures in international trade - presentation of the assignment and discussion

Importance of INCOTERMS for the development of international trade - presentation of the assignment and discussion

Customs as a classic means of foreign trade policy of the state - presentation of the assignment and discussion

Special types of foreign trade operations - presentation of the assignment and discussion

Stages and method of direct implementation of export and import trade operation

Support literature:

KAŠŤÁKOVÁ, Elena - PÁSZTOROVÁ, Janka. Vybrané aspekty podpory zahraničného obchodu na Slovensku. 1. vydanie. Bratislava : Vydavateľstvo EKONÓM, 2020. ISBN 978-80-225-4792-5

KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. 1. vydanie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9

STEINHAUSER, Dušan - PAVELKA, Ľuboš. Riadenie rizík v medzinárodnom obchode. Recenzenti: Zuzana Kittová, Erika Mária Jamborová. 1. vydanie. Bratislava: Vydavateľstvo EKONÓM, 2021. 139 s. ISBN 978-80-225-4804-5.

KRUGMAN, PAUL R.; MELITZ, MARC J.; OBSTFELD, MAURICE. 2018. International trade : theory & policy (11th, global ed.). Pearson. ISBN 9780134519555

SANG MAN KIM. 2021. Payment Methods and Finance for International Trade. Springer Singapore. ISBN 9789811570391

JONNARD, CLAUDE M. 2019. International business and trade: theory, practice, and policy. CRC Press, ISBN: 9781003075998

MATTHEW C. KLEIN; MICHAEL PETTIS. 2020 Trade Wars Are Class Wars: How Rising Inequality Distorts the Global Economy and Threatens International Peace. Yale University Press, 9780300244175

RUGMAN, ALAN M.; VERBEKE, ALAIN. 2018. Global corporate strategy and trade policy. Routledge. ISBN 9780203732342,

ŠTĚRBOVÁ, L. a kol. 2013. Medzinárodní obchod ve světové krizi 21. století. Grada Publishing. 364 s. ISBN 978-80-247-4694-4.

Syllabus:

Lectures:

International trade, its importance and institutional support.

Theories of international trade.

Territorial and commodity structure of international trade

Risks in international trade

Autonomous means of foreign trade policy

Tariff and non-tariff means of passive autonomous foreign trade policy of the EU

Foreign trade operations.

Methods of payment in international trade.

Documentation in international trade.

Financing of international trade.

Multinational corporations and international trade.

International tax environment and transfer pricing.

Slovak Republic and international trade.

Seminars:

Introduction to the study - organizational instructions, assignment of tasks, papers, basic concepts. Discussion on globalization and its impact on international trade.

World economy and international trade in the world economy. A critical look at modern theories of international trade.

EU foreign trade policy - selected current examples - presentation of the assignment and discussion

The World Trade Organization (WTO) and its role in the current development of international trade - presentation and discussion

The position of Slovakia in the Ministry of Defense - an indicator of the intensity of the country's participation in the international division of labor (MDP), Real terms of trade (Terms of Trade) - an indicator of the quality of the country's participation in the MDP - assignment presentation and discussion

Liberalization of international trade after World War II. war - presentation of the assignment and discussion

Risks in international trade - presentation of the assignment and discussion

The European Union and the EU's common commercial policy - presentation of the assignment and discussion
 The problem of dumping and anti-dumping measures in international trade - presentation of the assignment and discussion
 Importance of INCOTERMS for the development of international trade - presentation of the assignment and discussion
 Customs as a classic means of foreign trade policy of the state - presentation of the assignment and discussion
 Special types of foreign trade operations - presentation of the assignment and discussion
 Stages and method of direct implementation of export and import trade operation

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
0.0	19.51	31.71	34.15	14.63	0.0

Lecturer: doc. Ing. Jozef Zuzik, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22374/22	Title of course: Introduction to Business Analysis
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: midterm test, semester assignment written exam <ul style="list-style-type: none">• midterm test - 30%• semester assignment - 10%• written exam - 60%	
Student workload: <ul style="list-style-type: none">• participation in lectures - 26 hours• participation in exercises - 26 hours• preparation for the continuous test - 13 hours• processing of the semester assignment - 13 hours• preparation for the exam - 26 hours Total: 104 hours	
Teaching results: The aim of the course is to provide overview regarding use of software solutions in business management as well as to transfer software knowledge and software skills related to business analysis to the students of this course. Knowledge: <ul style="list-style-type: none">• knowledge of modern spreadsheets software used in management practice• knowledge of basic commands, functions used in spreadsheets• knowledge of methods of evaluation and presentation of data provided by modern information technologies and used in managerial practice Skills: <ul style="list-style-type: none">• practical use of individual MS Office applications on a PC with a focus on economic applications for business analysis• use of basic commands of Microsoft Excel functions focused on data analysis• providing basic data analysis and evaluation, creation of tables and simple graphs. Competences: <ul style="list-style-type: none">• using MS Excel for business data processing• evaluation and graphical presentation of data using basic MS Excel functions• creating reviews and reports to support decision making	

Indicative content:

Providing basic information about working with a spreadsheet. Be able to design the structure of a table, insert different types of data into cells and define the links between cells through formulas. Gain an overview of basic mathematical and statistical functions and be able to use them in performing calculations in tables. Be able to import external data into a spreadsheet list and further process that list by sorting, applying filters, subtotals, and PivotTables. During the exercises, students will gain practical skills in using individual functions of the spreadsheet on practical cases.

Lectures:

1. Introduction to the subject. History of spreadsheet applications. Conditions for completing the course.
2. Philosophy of work in spreadsheet applications.
3. Techniques of data acquisition and recording (primary and secondary data).
4. Formatting techniques, areas, tables and types of addressing.
5. Defining relationships, creating sessions in the application, links and dynamic formulas.
6. Description and principles of using mathematical operations.
7. Description and principles of using functions.
8. Principles of database processing used in spreadsheet applications.
9. Functions, functionalities and tools for data analysis.
10. Conditional structuring and nesting of logical functions.
11. Reports, subtotals, dependencies and error indication.
12. Data visualization - graphical form of presentation of results.
13. Data export, connection with other applications (OLE, DDE ...).

Seminars:

1. Introduction to interface of spreadsheet applications
2. Basic operations in spreadsheet applications.
3. Principles of data acquisition and recording.
4. Formatting, types of addressing.
5. Writing sessions and relationships in the application.
6. Basic functions in spreadsheet applications.
7. Basic operations with a table as a database
8. Midterm testing
9. Data analysis - functions for data analysis (logical, mathematical, search)
10. Interactive tables - a tool for calculating, summarizing and analysing data
11. Creation of contingency tables
12. Practical exercises - solving tasks with the support of spreadsheet applications.
13. Presentation and evaluation of semester assignments.

Support literature:

1. NAVARRŮ, M. 2019. Excel 2019 - Podrobný průvodce uživatele. Grada, 2019.
2. ŠTEFÁNEK, J. – GRELL, M. – CÁRACHOVÁ, M. – LEVČÍK, M. 2011. Praktické příklady z hospodářské informatiky: praktikum. Bratislava : Vydavateľstvo EKONÓM, 2011.
3. PECINOVSKÝ, J. – PECINOVSKÝ, R. Office 2019. Grada, 2019. ISBN 9788024723037.
4. KLATOVSKÝ, K. 2020. Excel 2019 nejen pro školy. Computer Media, 2020. ISBN 9788074023859.
5. Manuály k aplikácii MS Excel.
6. GUERRERO, H. 2019. Excel data analysis: modeling and simulation. 2nd edition. Springer Science & Business Media, 2019.
7. FAIRHURST, D. S. 2015. Using Excel for business analysis: a guide to financial modelling fundamentals. John Wiley & Sons, 2015.

Syllabus:

Lectures:

1. Introduction to the subject. History of spreadsheet applications. Conditions for completing the course.
2. Philosophy of work in spreadsheet applications.
3. Techniques of data acquisition and recording (primary and secondary data).
4. Formatting techniques, areas, tables and types of addressing.
5. Defining relationships, creating sessions in the application, links and dynamic formulas.
6. Description and principles of using mathematical operations.
7. Description and principles of using functions.
8. Principles of database processing used in spreadsheet applications.
9. Functions, functionalities and tools for data analysis.
10. Conditional structuring and nesting of logical functions.
11. Reports, subtotals, dependencies and error indication.
12. Data visualization - graphical form of presentation of results.
13. Data export, connection with other applications (OLE, DDE ...).

Seminars:

1. Introduction to interface of spreadsheet applications
2. Basic operations in spreadsheet applications.
3. Principles of data acquisition and recording.
4. Formatting, types of addressing.
5. Writing sessions and relationships in the application.
6. Basic functions in spreadsheet applications.
7. Basic operations with a table as a database
8. Midterm testing
9. Data analysis - functions for data analysis (logical, mathematical, search)
10. Interactive tables - a tool for calculating, summarizing and analysing data
11. Creation of contingency tables
12. Practical exercises - solving tasks with the support of spreadsheet applications.
13. Presentation and evaluation of semester assignments.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 382

A	B	C	D	E	FX
13.09	21.2	25.39	23.56	15.71	1.05

Lecturer: doc. Ing. Michal Tkáč, PhD., MBA, Ing. Radoslav Potoma, PhD., MBA, Ing. Cyril Závadský, PhD.

Date of the latest change: 23.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KEM PHF/ PPEM22505/22	Title of course: Macroeconomics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites: KEM PHF/PPEM22506/22-Microeconomics	
Requirements to complete the course: Prerequisites: Microeconomics Requirements to complete the course: Seminars – total of 40%, of which: <ul style="list-style-type: none"> • results of semester test 1 (theoretical questions, quantitative and graphical tasks) – 15% • results of semester test 2 (theoretical questions, quantitative and graphical tasks) – 15% • semestral work – 10% Exam – total 60%	
Student workload: <ul style="list-style-type: none"> • Attendance at lectures: 26 hours • Attendance at seminars: 26 hours • Preparation for seminars: 26 hours • Preparation of semester work: 26 hours • Preparation for semester tests: 26 hours • Preparation for the exam: 52 hours Total: 182 hrs.	
Teaching results: The aim of the course is to provide students a theoretical basis in the field of macroeconomics with a link to practical examples of calculation of individual macroeconomic indicators. It is necessary to work with actual statistical data in this field and to monitor actual trends in the development of individual macroeconomic indicators in Slovakia. Knowledge: <ul style="list-style-type: none"> • acquisition of knowledge in the field of basic economic theories, macroeconomic balance, economic growth and cyclical development • knowledge of consumption, savings, investment, money, economic performance measurement • knowledge related to solution of the problem of inflation and unemployment Skills: <ul style="list-style-type: none"> • search for current statistical data within the content of the course • calculate basic macroeconomic indicators • interpret the results achieved 	

- draw curves, shifts of curves
- express and present attitudes and opinions in solving macroeconomic problems

Competences:

- competence to think abstractly, analytically and economically, especially through the connection of theoretical knowledge with practical examples
- competence to systematize knowledge in relation to other subjects in the field of economic policy and international trade.
- competence to take own macroeconomic positions and assessments
- competence to search, process, analyze and evaluate information on macroeconomic developments from various sources and apply the conclusions in practical situations

Indicative content:

Lectures:

1. Theoretical basis of current macroeconomics.
2. Aggregate demand, aggregate supply, macroeconomic equilibrium.
3. Measuring the performance of the economy.
4. Consumption, savings, investments.
5. Economic growth.
6. Economic cycle and economic stabilization.
7. Money and the money market.
8. Inflation.
9. Unemployment.
10. Economic theory and economic policy.
11. Basic problems of budgetary policy.
12. Basic problems of monetary policy.
13. International trade, international economic integration and globalization.

Seminars:

1. Aggregate demand, aggregate supply, macroeconomic equilibrium - quantitative and graphical tasks.
2. Measuring the performance of the economy - quantitative tasks, work with current data.
3. Consumption, savings, investments - quantitative and graphical tasks, work with current data.
4. Economic growth - quantitative tasks, work with current data.
5. Economic cycle and economic stabilization - quantitative and graphical tasks.
6. Money and the money market - quantitative and graphical tasks.
7. Inflation - quantitative and graphical tasks, work with current data.
8. Unemployment - quantitative and graphical tasks, work with current data.
9. Economic theory and economic policy - quantitative and graphical tasks, work with current data and information.
10. Basic problems of budgetary policy - graphic tasks.
11. Basic problems of monetary policy - graphic tasks.
12. International trade, international economic integration and globalization - quantitative and graphical tasks, work with current data.
13. Presentation of semestral works.

Support literature:

Elementary literature:

1. MUCHOVÁ, E. a kol. Základy ekonómie, Bratislava: Wolters Kluwner, a.s. 2021.
2. JUREČKA, V. Makroekonomie. Praha: Grada. 2017
3. LISÝ, J. a kol.: Ekonómia. Bratislava: Wolters Kluwer, a.s., 2016.
4. HOLMAN, R.: Základy ekonomie. Praha: C.H.Beck. 2015

5. MANKIWI, G. N.: Macroeconomics, 10th International Edition, MacMillan Publishers New York 2019.
 6. SCHILLER, B. – GEBHARDT, K. : The Macro Economy Today. 15th Edition, Kindle Edition. 2019.
 7. CASE, K. E. - FAIR, R. C. - OSTER, S. E.: Principles of Macroeconomics, Pearson Education Limited, 2019
 8. KRUGMAN, P.: Macroeconomics. USA: Worth Publishers Inc.,U.S. 2018
 9. BLANCHARD, O. et al.: Macroeconomics. A European Perspective. Pearson Education, 2011.
 10. BURDA, M. – WYPLOSZ, Ch.: Macroeconomics. A European Text. Oxford University Press 2010.
- Supplementary literature:
11. ROZBORILOVÁ, D. a kol.: Ekonomia praktikum. Ekonomická teória 2. Bratislava: Wolters Kluwer, a.s., 2018.
 12. LISÝ, J. - ČAPLANOVÁ, A. – VONGREJ, M.: Dejiny ekonomických teórií. Bratislava: Wolters Kluwer, a.s., 2018.
 13. DUJAVA, D.: Ekonomické krízy a ekonomická veda. Bratislava: Wolters Kluwer, a.s., 2016.
 14. LISÝ, J. a kol.: Makroekonomická rovnováha a nerovnováha - teoretické a praktické problémy. Bratislava: Wolters Kluwer, a.s., 2013.
 15. LIPOVSKÁ, H.: Moderní ekonomie. Praha: Grada, 2017
 16. SPĚVÁČEK, V. a kol.: Makroekonomická analýza - teorie a praxe. Praha: Grada. 2016

Syllabus:

Lectures:

1. Theoretical basis of current macroeconomics.
2. Aggregate demand, aggregate supply, macroeconomic equilibrium.
3. Measuring the performance of the economy.
4. Consumption, savings, investments.
5. Economic growth.
6. Economic cycle and economic stabilization.
7. Money and the money market.
8. Inflation.
9. Unemployment.
10. Economic theory and economic policy.
11. Basic problems of budgetary policy.
12. Basic problems of monetary policy.
13. International trade, international economic integration and globalization.

Seminars:

1. Aggregate demand, aggregate supply, macroeconomic equilibrium - quantitative and graphical tasks.
2. Measuring the performance of the economy - quantitative tasks, work with current data.
3. Consumption, savings, investments - quantitative and graphical tasks, work with current data.
4. Economic growth - quantitative tasks, work with current data.
5. Economic cycle and economic stabilization - quantitative and graphical tasks.
6. Money and the money market - quantitative and graphical tasks.
7. Inflation - quantitative and graphical tasks, work with current data.
8. Unemployment - quantitative and graphical tasks, work with current data.
9. Economic theory and economic policy - quantitative and graphical tasks, work with current data and information.
10. Basic problems of budgetary policy - graphic tasks.
11. Basic problems of monetary policy - graphic tasks.

12. International trade, international economic integration and globalization - quantitative and graphical tasks, work with current data.
13. Presentation of semestral works.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 52

A	B	C	D	E	FX
0.0	9.62	19.23	32.69	36.54	1.92

Lecturer: doc. Ing. Emília Duřová Spiřáková, PhD., Ing. Klaudia Břanová

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintořová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22128/22	Title of course: Management Information Technology
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: KKM PHF/PPK22296/22-Information and Communication Technologies	
Requirements to complete the course: assignment, continuous tests written exam <ul style="list-style-type: none"> • completed assignment - 10% • continuous test - 30% • written exam - 60% 	
Student workload: <ul style="list-style-type: none"> • participation in seminars - 26 hours • preparation for the semester test - 13 hours • processing of the semester assignment - 13 hours • preparation for the exam - 26 hours Total: 78 hours	
Teaching results: The aim of the course is to provide students with an overview of modern software systems for the work of managers in business management and knowledge of computer communication in a computer network environment. During the exercises, students will gain practical skills in using different types of MS Office programs; on communication in the local and global computer network and work with the selected information system; how to search for information in various domestic and foreign databases; and on security in informatics. Knowledge: <ul style="list-style-type: none"> • knowledge of modern software systems for the work of managers, • gaining systemic thinking and acting, • Understanding the new roles and opportunities that modern information technologies and systems provide in business management. Skills: <ul style="list-style-type: none"> • acquiring practical skills in using individual MS Office programs on a PC with a focus on economic and managerial applications, • searching for information from various information sources, • active communication in the local and global computer network. Competences: <ul style="list-style-type: none"> • assessment and evaluation of the level of use of modern software systems, 	

- the use of active communication in the work of managers in the company.

Indicative content:

Seminars:

1. Working in a graphical environment on a personal computer.
2. Practical creation of selected types of documents using a word processor MS Word. Solving practical examples.
3. Work with MS Excel spreadsheet in solving selected tasks of managers in the field of decision making.
4. Procedure for analysis and decision-making in modeling the solution of specific tasks using a spreadsheet MS Excel. Creating different types of charts and editing them.
5. Procedure for creating various types of presentations using the presentation graphics program MS Power Point. Presentation management options.
6. Work with computer information manager MS Outlook. Email, tasks, contacts, calendar. Practical verification of work on specific examples.
7. Working with the Internet - the process of finding information from various information sources. Verification of various procedures when using domestic and foreign databases.
8. Security in informatics.
9. Means of personal informatics.
10. Working with graphic editor.
11. Working with multimedia.
12. Applications designed for teamwork.
13. Continuous assessment, semester evaluation.

Support literature:

Elementary literature:

1. DUGAS, J. – TARČA, A. – FERENCZ, V. – HARGAŠ, M. 2019. Manažérska informatika. 1. vydanie. Košice: Gamajun. 2019. 416 s. ISBN 978-80-973219-3-2.
2. KOKLES, M. – ROMANOVÁ, A. 2018. Informatika. 2. rozšírené a prepracované vydanie. Bratislava: Sprint 2, 2018. 245 s. ISBN 978-80-89710-40-9.
3. KOKLES, M. – ROMANOVÁ, A. 2014. Informatika. Bratislava: Sprint dva, 2014. 243 s. ISBN 978-80-89710-13-3.

Supplementary literature:

4. DUGAS, J. – MESÁROŠ, P. – FERENCZ, V. - ČARNICKÝ, Š. 2015. Business Communication Systems. Brussels: EuroScientia vzw, 2015. ISBN 978-90-822990-0-7.
5. Príručky: MS Word, MS Excel, MS Power Point, MS Access, MS Outlook.
6. Odborné a vedecké časopisy.

Syllabus:

Seminars:

1. Working in a graphical environment on a personal computer.
2. Practical creation of selected types of documents using a word processor MS Word. Solving practical examples.
3. Work with MS Excel spreadsheet in solving selected tasks of managers in the field of decision making.
4. Procedure for analysis and decision-making in modeling the solution of specific tasks using a spreadsheet MS Excel. Creating different types of charts and editing them.
5. Procedure for creating various types of presentations using the presentation graphics program MS Power Point. Presentation management options.
6. Work with computer information manager MS Outlook. Email, tasks, contacts, calendar. Practical verification of work on specific examples.

7. Working with the Internet - the process of finding information from various information sources. Verification of various procedures when using domestic and foreign databases.
8. Security in informatics.
9. Means of personal informatics.
10. Working with graphic editor.
11. Working with multimedia.
12. Applications designed for teamwork.
13. Continuous assessment, semester evaluation.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 42

A	B	C	D	E	FX
16.67	19.05	26.19	19.05	19.05	0.0

Lecturer: Ing. Jaroslav Dugas, PhD.

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22394/22	Title of course: Market 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: 4	
Recommended semester/trimester of study: 6.	
Degree of study: I.	
Prerequisites: KKM PHF/PPK22354/22-Statistics	
Requirements to complete the course: team work - semester assignment, written examination combined exam The team for processing the semester work consists of 3 members and the selection of team members will be done randomly. The evaluation of the semester work is performed as a team. All team members receive the same rating. <ul style="list-style-type: none"> • written examination - 30 % • team semester assignment - 10 % • combined exam - 60 % 	
Student workload: <ul style="list-style-type: none"> • participation in lectures - 26 hours • participation in exercises - 26 hours • preparation for the semester test - 13 hours • preparation of team semester assignment - 13 hours • preparation for the exam - 26 hours Total: 104 hours	
Teaching results: The main educational goal of the course is: <ul style="list-style-type: none"> • to acquaint students with the basic principles, knowledge, main goals in the field of marketing research, • to acquaint students with the stages of implementation of sampling, types of sampling methods and approaches, the essence of creating sample files, • teach students to practically carry out marketing research, • get acquainted with primary and secondary data sources that are suitable for conducting market research, • gain knowledge about the possibilities of data processing from marketing research using software products, • teach students to correctly draw conclusions from marketing research, • gaining an analytical approach to solving economic problems that they can apply to the field of marketing research and economic practice. Knowledge:	

Successful graduates of the course will gain knowledge in the field of marketing research, primary and secondary data sources for market research, the method of creating sample files, the method of evaluating qualitative and quantitative data, application of software products in processing analyzes, drawing conclusions from analytical procedures, which can apply decision-making in various areas of economic practice and will use them appropriately in the study of other subjects and the processing of final theses.

Skills:

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

Competences:

After completing the course, the student is able to solve and analyze problems related to market research, assess the context in the organization of marketing research activities, can think analytically, apply creative thinking in obtaining and processing relevant data, can orient in basic databases for selecting indicators of secondary research, implement research and evaluate its conclusions, present conclusions and recommendations for the next period in an appropriate way.

Indicative content:

Lectures:

1. Marketing research and its importance.
2. The essence and position of research in marketing. Research planning.
3. The essence of qualitative research in marketing and quantitative research in marketing.
4. Sampling, methods, methods of creating sample files.
5. Stratified and deliberate selection.
6. Research questions, formulation of questions.
7. Secondary data sources in marketing research.
8. Processing and analysis of primary and secondary market research data.
9. Application of software solution in data processing of primary and secondary market research.
10. Investigation of the relationship between the dependent variable and the factor, software solutions.
11. Relationships between variable and multiple factors, software solutions.
12. Overview of other methods of quantitative research with examples of software solutions.
13. Qualitative research and its practical use in market research.

Seminars:

1. Marketing research and its importance, practical examples.
2. The essence and position of research in marketing. Research planning, practical solutions.
3. Qualitative research and quantitative research, practical examples.
4. Sampling, methods, methods of creating samples, practical solutions.
5. Stratified and deliberate selection, practical examples.
6. Research questions, formulation of questions, practical examples.
7. Secondary data sources in marketing research.
8. Data processing and analysis of primary and secondary market research, solving problems in market research data processing.
9. Software solutions for data processing of primary and secondary market research.
10. Investigation of relations between dependent variable and factors, practical solutions.
11. Written control of knowledge.
12. Overview of other methods of quantitative research.
13. Presentations of semester assignments.

Support literature:

Elementary literature:

1. RICHTEROVÁ, K. et al. Úvod do výskumu trhu. Recenzovali Dagmar Lesáková, Margita Mesárošová, Radek Tahal. 1. vyd. Bratislava: Sprint 2, 2013. 315 s.
2. NAGYOVÁ, Ľ a kol. Výskum trhu. SPU Nitra, 2014.
3. HARRISON, M. - CUPMAN, J. - TRUMAN, O. - HAGUE, P. Market Research in Practice: An Introduction to Gaining Greater Market Insight 3rd Edition. 2016, 400 s. ISBN-13: 978-1398695528.
4. LIESKOVSKÁ, V. - MEGYESIOVÁ, S. Výskum trhu - pracovný zošit 1. Recenzovali Jozef Chajdiak, Ján Luha. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2013. 205 s. ISBN 978-80-225-3740-7.

Supplementary literature:

5. ALTOBELLI, C. F. Marktforschung: Methoden, Anwendungen, Praxisbeispiele. 3. vollständig überarbeitete Auflage. Konstanz: UVK Verlagsgesellschaft; München : UVK/Lucius, 2017. 495 s. UTB Betriebswirtschaft, 8342. ISBN 978-3-8252-8721-4.
6. HAGUE, P. Průzkum trhu. Brno: Computer Press, 2003.
7. TKÁČ, M. Štatistické riadenie kvality. Bratislava: Ekonóm, 2001.

Syllabus:

Lectures:

1. Marketing research and its importance.
2. The essence and position of research in marketing. Research planning.
3. The essence of qualitative research in marketing and quantitative research in marketing.
4. Sampling, methods, methods of creating sample files.
5. Stratified and deliberate selection.
6. Research questions, formulation of questions.
7. Secondary data sources in marketing research.
8. Processing and analysis of primary and secondary market research data.
9. Application of software solution in data processing of primary and secondary market research.
10. Investigation of the relationship between the dependent variable and the factor, software solutions.
11. Relationships between variable and multiple factors, software solutions.
12. Overview of other methods of quantitative research with examples of software solutions.
13. Qualitative research and its practical use in market research.

Seminars:

1. Marketing research and its importance, practical examples.
2. The essence and position of research in marketing. Research planning, practical solutions.
3. Qualitative research and quantitative research, practical examples.
4. Sampling, methods, methods of creating samples, practical solutions.
5. Stratified and deliberate selection, practical examples.
6. Research questions, formulation of questions, practical examples.
7. Secondary data sources in marketing research.
8. Data processing and analysis of primary and secondary market research, solving problems in market research data processing.
9. Software solutions for data processing of primary and secondary market research.
10. Investigation of relations between dependent variable and factors, practical solutions.
11. Written control of knowledge.
12. Overview of other methods of quantitative research.
13. Presentations of semester assignments.

Language whose command is required to complete the course:

Slovak					
Notes:					
Assessment of courses					
Total number of evaluated students: 29					
A	B	C	D	E	FX
20.69	37.93	20.69	17.24	3.45	0.0
Lecturer: doc. Ing. Silvia Megyesiová, PhD., Ing. Radoslav Potoma, PhD., MBA, doc. PhDr. Ing. Robert Verner, PhD., MBA					
Date of the latest change: 23.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22101/22	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: 6	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites: KEM PHF/PPEM22507/22-Business Economics	
Requirements to complete the course: Seminars: 40%, of which: seminar activity: 10% result of semester tests: 10% preparation and presentation of semester assignment: 20% Result of the final written exam: 60%	
Student workload: <ul style="list-style-type: none"> • participation in lectures: 26 hours • participation in excercises: 26 hours • preparation to active form of study: 16 hours • individual preparation for seminars: 39 hours • individual preparation for the written examination: 49 hours Total: 156 hours	
Teaching results: The aim of the course is to provide a basis of marketing knowledge with an understanding of the history of origin, penetration and implementation into business practice with the ability to use all the tools of marketing instruments. Understanding the processes of marketing management process in business practice. Knowledge: understand the issues of marketing, its importance, development and implementation in specific conditions, understand the issues of application of marketing principles and marketing plans in various areas of the consumer market and the market of the manufacturing sphere. Skill: Practical skills: ability to apply marketing instruments on a specific example, critically evaluate the situation, propose solutions to marketing problems of tactical and strategic level. The ability to work with information - search for it, select it, analyze it and synthesize with an orientation towards the creation of a marketing concept, the ability to predict scenarios further development. Competence: acquired in the teaching process allow to creatively assess the basic context in the management of marketing activities of business entities and make decisions based on their knowledge. The goal is to achieve a high degree of independence and foresight in a known and unknown environment. Work proactively and responsibly as part of a work team. Application of innovative and creative thinking supported by professional presentation of the results of one's own study or practice.	

Indicative content:

Lectures:

1. Theoretical bases of marketing. Content and essence of marketing. Basic principles of marketing. Marketing management process in business practice. Strategic management process. Marketing plan.
2. Sources of information for marketing decisions. Marketing information system and marketing research. Marketing information system and its sources. Marketing research process. Expert methods in market research. Specific methods and procedures used in qualitative market research.
3. Marketing environment. Microenvironment. Microenvironment factors. Macro environment. Macroenvironment factors. Alternative marketing analyzes and their importance in the management of marketing activities.
4. Market segmentation. Segmentation methods. Target market selection. Market position. Evaluation of market segments.
5. Consumer shopping behavior. Consumer behavior factors. Purchasing decision process. Purchasing behavior of organizations. Manufacturing market. Customer purchasing decisions in the manufacturing sector. Purchasing decision factors. Consumer market. Government market.
6. Marketing tools. Marketing mix. Model 4P, 5P, 7P and 4C.
7. Product and product policy. The essence of product marketing understanding. Product classification. New product development. Product submix. Product life cycle, its stages and characteristics of individual stages.
8. Price and pricing policy. Price as a marketing category. Price decision factors. Pricing. Pricing policy and price positioning.
9. Distribution and distribution policy. Distribution and distribution systems. Distribution path structure. Organization of distribution routes. Physical distribution. Retail. Wholesale.
10. Marketing communication. The essence and process of marketing communication. Communication mix. Advertising. Sales support, personal sales, public relations, direct marketing.
11. Marketing application for a selected area - a lecture by an expert from practice
12. Marketing application for a selected area - a lecture by an expert from practice
13. Modern trends in marketing, marketing 5.0, recapitulation of the subject.

Exercises:

Continuous processing of assigned tasks based on lectures and individual assignments. Project elaboration, continuous tests, solving practical tasks, case studies. The student will apply the acquired knowledge during the semester to a specific business entity in the sequence of steps reflecting the theoretical preparation. The knowledge is further developed by each student in solving individual tasks, and solving their own case study, where they also acquire practical skills with work in terms of applying the marketing sequence of steps. By applying knowledge to various examples within the existing business management practice, students exchange knowledge from different spheres of focus. The case study platform motivates the student to further self-education to gain an advantage.

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

Seminars:

Introduction to the course, presentation of requirements necessary for passing the course. Debate on the perception of marketing in today's business practice.

Presentation of selected business entities on the example of which case studies will be carried out. Individual work, exceptionally in pairs. Obtaining basic information about a secondary business entity.

Field work, collection of primary data needed for task processing. Systematization of the obtained information.

Processing of documents for SWOT analysis

Presentation of the processed SWOT analysis, discussion, discussion, feedback.

Market segmentation applied to the conditions of the selected entity. Presentation, discussion, debate.

Analysis of purchasing behavior in a focus for a specific subject.

Product and product policy in the application for a specific entity

Price and pricing policy in the application for a specific entity

Place and distribution policy for a specific entity

Marketing communication tools used by a selected business entity

Suggestions for improving marketing activities and the existing marketing mix.

Defending projects in the form of presentations.

Support literature:

Elementary literature:

HANULÁKOVÁ, Eva et al. Marketing : nástroje, stratégie, ľudia a trendy. 1. vydanie.

Bratislava : Wolters Kluwer SR, 2021. 363 s. [18,2 AH]. ISBN 978-80-571-0438-4.

KOTLER, PH., KARTAJAZA, H., SETIAWAN, I.: Marketing 5.0. John Wiley&Sons Inc, 2021.

ISBN: 1119668514

LIESKOVSKÁ, V. a kol.: Marketing. Bratislava: Vydavateľstvo EKONÓM 2009.

Supplementary literature:

GODIN, S.: Toto je marketing. Bratislava, Albatros Media Slovakia, 2020. ISBN 978-80-566-1627-7.

KOTLER, Ph.: Marketing od A po Z. Praha, Management Press,

KITA, Jaroslav et al. Marketing. Bratislava : Wolters Kluwer, 2017. 424 s. [28 AH]. Ekonomía. ISBN 978-80-8168-550-7.

Syllabus:

Lectures:

1. Theoretical bases of marketing. Content and essence of marketing. Basic principles of marketing. Marketing management process in business practice. Strategic management process. Marketing plan.

2. Sources of information for marketing decisions. Marketing information system and marketing research. Marketing information system and its sources. Marketing research process. Expert methods in market research. Specific methods and procedures used in qualitative market research.

3. Marketing environment. Microenvironment. Microenvironment factors. Macro environment. Macroenvironment factors. Alternative marketing analyzes and their importance in the management of marketing activities.

4. Market segmentation. Segmentation methods. Target market selection. Market position. Evaluation of market segments.

5. Consumer shopping behavior. Consumer behavior factors. Purchasing decision process. Purchasing behavior of organizations. Manufacturing market. Customer purchasing decisions in the manufacturing sector. Purchasing decision factors. Consumer market. Government market.

6. Marketing tools. Marketing mix. Model 4P, 5P, 7P and 4C.

7. Product and product policy. The essence of product marketing understanding. Product classification. New product development. Product submix. Product life cycle, its stages and characteristics of individual stages.

8. Price and pricing policy. Price as a marketing category. Price decision factors. Pricing. Pricing policy and price positioning.
9. Distribution and distribution policy. Distribution and distribution systems. Distribution path structure. Organization of distribution routes. Physical distribution. Retail. Wholesale.
10. Marketing communication. The essence and process of marketing communication. Communication mix. Advertising. Sales support, personal sales, public relations, direct marketing.
11. Marketing application for a selected area - a lecture by an expert from practice
12. Marketing application for a selected area - a lecture by an expert from practice
13. Modern trends in marketing, marketing 5.0, recapitulation of the subject.

Exercises:

Continuous processing of assigned tasks based on lectures and individual assignments. Project elaboration, continuous tests, solving practical tasks, case studies. The student will apply the acquired knowledge during the semester to a specific business entity in the sequence of steps reflecting the theoretical preparation. The knowledge is further developed by each student in solving individual tasks, and solving their own case study, where they also acquire practical skills with work in terms of applying the marketing sequence of steps. By applying knowledge to various examples within the existing business management practice, students exchange knowledge from different spheres of focus. The case study platform motivates the student to further self-education to gain an advantage.

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

Seminars:

Introduction to the course, presentation of requirements necessary for passing the course. Debate on the perception of marketing in today's business practice.

Presentation of selected business entities on the example of which case studies will be carried out. Individual work, exceptionally in pairs. Obtaining basic information about a secondary business entity.

Field work, collection of primary data needed for task processing. Systematization of the obtained information.

Processing of documents for SWOT analysis

Presentation of the processed SWOT analysis, discussion, discussion, feedback.

Market segmentation applied to the conditions of the selected entity. Presentation, discussion, debate.

Analysis of purchasing behavior in a focus for a specific subject.

Product and product policy in the application for a specific entity

Price and pricing policy in the application for a specific entity

Place and distribution policy for a specific entity

Marketing communication tools used by a selected business entity

Suggestions for improving marketing activities and the existing marketing mix.

Defending projects in the form of presentations.

Language whose command is required to complete the course:

Slovak

Notes:**Assessment of courses**

Total number of evaluated students: 48

A	B	C	D	E	FX
6.25	12.5	37.5	29.17	14.58	0.0

Lecturer: prof. Ing. Vanda Lieskovská, PhD., Ing. Janka Kopčáková, PhD.**Date of the latest change:** 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22334/22	Title of course: Mathematics
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: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: individual work, test combined exam <ul style="list-style-type: none"> • test - 40% • combined exam - 60% 	
Student workload: <ul style="list-style-type: none"> • participation in lectures - 26 hours • participation in seminars - 26 hours • preparation for seminars - 26 hours • preparation for the semester test - 26 hours • preparation for the exam - 52 hours Total: 156 hours	
Teaching results: The aim of the course is to provide student with knowledge of linear algebra and mathematical analysis. The student will learn the theoretical foundations and principles of solving different types of problems from selected two areas of mathematics. After completing the course, he will be able to solve simpler and more complex tasks that he will encounter during his further study both on quantitatively oriented subjects and on other subjects with an economic focus. Knowledge: The student will master the theoretical foundations of linear algebra such as vector, linear combination of vectors, linear dependence and independence of vectors, he will be able to define a matrix, a rank of matrix, a determinant and an inverse matrix, to describe the principle of solving matrix equations and two basic methods of solving systems of linear equations namely Gaussian elimination method and Cramer's rule. The student will know to define the elementary functions and their properties, the limits and the continuity of the functions, the sequences and the limits of the sequences; he will master the basic definitions and statements concerning the differential calculus of one real variable as well as the basic definitions and statements of integral calculus. Skills: The student will be able to solve simpler and more complex problems in linear algebra and mathematical analysis. They will be able to work with vectors, verify the linear dependence and independence of vectors, to determine the rank of a matrix, to calculate a determinant, to find	

an inverse matrix, to solve matrix equations and systems of linear equations with three or more variables. The student will be able to determine domain and basic properties of a function, to calculate the limits of the sequence and the limits of various functions, the derivatives of the simple and complex functions, to determine the intervals of monotonicity, convexity and concavity of a function and sketch a graph of a function. The student will be able to compute indefinite and definite integral of a real function by decomposition, substitution and per partes and will be able to use the Newton-Leibnitz formula.

Competences:

After completing the course, the student will be able to solve simpler and more complex problems in linear algebra and mathematical analysis. The student will be ready to solve various assignments by their transformation into a mathematical problem. He will be able to apply their knowledge to real problems of a quantitative nature which he will encounter in his further study. The knowledge acquired in this course represent the basis for successful completion of courses of quantitative or economic nature.

Indicative content:

Lectures:

1. Logic.
2. Introduction to linear algebra: concept of vector, linear combination of vectors, linear dependence and independence of vectors.
3. Concept of matrix and work with matrices, rank of matrix.
4. Determinants, inverse matrices, matrix equations.
5. Systems of linear equations, Gaussian elimination method, Cramer's rule.
6. Function of one real variable. Function properties.
7. Sequences. Arithmetic and geometric sequence. Sequence limit.
8. Continuity and limit of a function.
9. Differential calculus of a function of one variable.
10. Monotonicity, convexity and concavity of a function. To draw the graph of the function.
11. Introduction to integral calculus - indefinite integral.
12. Integration by decomposition, per partes method and substitution method.
13. Definite integral, Newton-Leibnitz formula.

Seminars:

1. Vector, linear combination of vectors, linear dependence and independence of vectors.
2. Matrices and work with matrices, rank of matrices.
3. Determinants, Sarrus's rule, inverse matrices, matrix equations.
4. System of linear equations, Frobeni's theorem, Gaussian elimination method, Cramer's rule.
5. Function of one real variable. Function properties. Even and odd function, periodicity of function, inverse function..
6. Sequences. Arithmetic and geometric sequence. Sequence limit.
7. Limit of a function.
8. Differential calculus of a function of one variable.
9. Monotonicity, convexity and concavity of a function.
10. To investigate the behavior of a function and to make a rough drawing of the graph.
11. Test.
12. Introduction to integral calculus - indefinite integral. Integration by decomposition, per partes method and substitution method.
13. Definite integral, Newton-Leibnitz formula.

Support literature:

1. DVOŘÁKOVÁ, E. 2020. Lineární algebra 2. CVUT Praha, 2020. ISBN: 978-8-001-06721-5
2. LUCKÁ, M. 2016. Úvod do matematickej analýzy. STU, 2016. ISBN: 978-8-022-74489-8

3. MEZNÍK, I. 2018. Základy matematiky pro ekonomii a management. Akademické nakladatelství CERM, 2018. ISBN: 978-8-021-45522-1
 4. NAGY, J. – NAVRÁTIL, O. 2017. Matematická analýza. CVUT Praha, 2017. ISBN: 978-8-001-06142-8
 5. PLETANOVÁ, E. – VONDRÁČKOVÁ, J. 2018. Matematická analýza. CVUT, 2018. ISBN: 978-8-001-06441-2
 6. SAKÁLOVÁ, K. – SIMONKA, Z. – STREŠŇÁKOVÁ, A. Matematika: lineárna algebra. 2. vyd. Bratislava: Vydavateľstvo EKONÓM, 2015.
- Supplementary literature:
7. ALESKEROV, F. – ERSEL, H. – PIONTKOVSKI, D. 2011. Linear Algebra for Economists. Springer, 2011. ISBN: 978-3-642-205699
 8. BRANNAN, D. 2021. A first course in mathematical analysis. Cambridge University Press, 2021. ISBN: 978-0-521-68424-8
 9. GORODENTSEV, A. L. 2016. Algebra I. Springer. 2016. ISBN: 978-3-319-45284-5
 10. SYDSAETER, K. – HAMMOND, P. – STROM, A. – CARVAJAL, A. 2016. Essential Mathematics for Economics Analysis, 5th edition, Pearson, 2016, ISBN: 978-1-292-07461-0

Syllabus:

Lectures:

1. Logic.
2. Introduction to linear algebra: concept of vector, linear combination of vectors, linear dependence and independence of vectors.
3. Concept of matrix and work with matrices, rank of matrix.
4. Determinants, inverse matrices, matrix equations.
5. Systems of linear equations, Gaussian elimination method, Cramer's rule.
6. Function of one real variable. Function properties.
7. Sequences. Arithmetic and geometric sequence. Sequence limit.
8. Continuity and limit of a function.
9. Differential calculus of a function of one variable.
10. Monotonicity, convexity and concavity of a function. To draw the graph of the function.
11. Introduction to integral calculus - indefinite integral.
12. Integration by decomposition, per partes method and substitution method.
13. Definite integral, Newton-Leibnitz formula.

Seminars:

1. Vector, linear combination of vectors, linear dependence and independence of vectors.
2. Matrices and work with matrices, rank of matrices.
3. Determinants, Sarrus's rule, inverse matrices, matrix equations.
4. System of linear equations, Frobeni's theorem, Gaussian elimination method, Cramer's rule.
5. Function of one real variable. Function properties. Even and odd function, periodicity of function, inverse function..
6. Sequences. Arithmetic and geometric sequence. Sequence limit.
7. Limit of a function.
8. Differential calculus of a function of one variable.
9. Monotonicity, convexity and concavity of a function.
10. To investigate the behavior of a function and to make a rough drawing of the graph.
11. Test.
12. Introduction to integral calculus - indefinite integral. Integration by decomposition, per partes method and substitution method.
13. Definite integral, Newton-Leibnitz formula.

Language whose command is required to complete the course:

Slovak					
Notes:					
Assessment of courses					
Total number of evaluated students: 1151					
A	B	C	D	E	FX
0.26	1.48	2.69	13.55	49.78	32.23
Lecturer: Dr. h. c. prof. RNDr. Michal Tkáč, CSc., RNDr. Vladimír Železník, Mgr. Ondrej Kováč, PhD.					
Date of the latest change: 23.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KEM PHF/ PPEM22506/22	Title of course: Microeconomics
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: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Seminars – total of 40%, of which: 1. results of semester test 1 (theoretical questions, quantitative and graphical tasks) – 15% 2. results of semester test 2 (theoretical questions, quantitative and graphical tasks) – 15% 3. semestral work – 10% Exam – total 60%	
Student workload: <ul style="list-style-type: none"> • Attendance at lectures: 26 hours • Attendance at seminars: 26 hours • Preparation of semester work: 13 hours • Preparation for semester tests: 26 hours • Preparation for the exam: 65 hours Total: 156 hrs.	
Teaching results: The aim of the course is to master the basic principles and assumptions of the functioning of the economy in various economic systems. The focus of the study is to understand the nature of the functioning of the market and the market mechanism based on a thorough analysis of the factors determining demand and supply. This allows students to understand how market equilibrium is created in the market, the equilibrium price and how, and why imbalances in the market arise. Based on current knowledge, students will understand how economic entities behave in conditions of perfect competition and imperfect competition. Knowledge: <ul style="list-style-type: none"> • about demand, supply, elasticity of demand and supply, cardinal and coordinate theory of utility. consumer balance, market competition, shortcomings and market imperfections, • about the theory of the company, the formation of the offer, the costs of the company, the balance of the company in perfect and imperfect competition, • about market of production factors, income distribution and quality of life. Skills: <ul style="list-style-type: none"> • draw curves, shifts of curves • express and present attitudes and opinions in solving microeconomic problems 	

Competences:

- ability to think abstractly, analytically and economically, especially through the connection of theoretical knowledge with practical examples
- ability to systematize knowledge in relation to other subjects
- ability to take own microeconomic positions and evaluations

Indicative content:

Lectures:

1. Development of economic thinking.
2. Subject and methodology of economic theory.
3. Assumptions of the functioning of the economy. Economic laws.
4. Market and market system.
5. Market mechanism. Demand, offer. Formation of market equilibrium.
6. Consumer behavior and demand creation.
7. Elasticity of demand and supply.
8. Theory of production and creation of supply.
9. Behavior of the company in conditions of perfect competition.
10. Causes of imperfect competition and balance of monopoly.
11. Balance of the company in conditions of oligopoly and monopolistic competition.
12. Market of production factors - Labor market. Land market. Capital market.
13. Distribution of pensions and quality of life.

Seminars:

1. Subject and methodology of economic theory - acquisition of basic terms on practical examples.
2. Assumptions of the functioning of the economy. Economic laws - quantitative and graphical problems.
3. Market and market system - market imperfections, externalities, public goods.
4. Market mechanism. Demand offer. Formation of market equilibrium - quantitative and graphical tasks.
5. Consumer behavior and demand generation - quantitative and graphical tasks.
6. Elasticity of demand and supply - quantitative tasks.
7. Costs, revenues and profit of the company.
8. Behavior of the company in conditions of perfect competition - graphic tasks.
9. Causes of imperfect competition and balance of monopoly - graphic tasks.
10. Equilibrium of the company in conditions of oligopoly and monopolistic competition - graphic tasks.
11. Market of production factors - graphic tasks.
12. Distribution of pensions and quality of life – work in groups with current data.
13. Presentation of semester works.

Support literature:

Elementary literature:

1. MUCHOVÁ, E. a kol. Základy ekonómie, Bratislava: Wolters Kluwner, a.s. 2021.
2. HOLKOVÁ, V. – VESELKOVÁ, A.: Mikroekonómia. Bratislava: Wolters Kluwer, a.s., 2020.
3. MARASOVÁ, J. - HOREHÁJOVÁ, M. - MAZÚROVÁ, B. - HOREHÁJ, J.: Princípy mikroekonómie. Bratislava: Wolters Kluwer, a.s., 2019
4. FENDEKOVÁ, E. – FENDEK, M.: Mikroekonómia: Oligopoly a regulované monopoly. Bratislava: Wolters Kluwer, a.s., 2018.
5. JUREČKA, V. a kol.: Mikroekonomie. Praha: Grada. 2018
6. LISÝ, J. a kol.: Ekonómia. Bratislava: Wolters Kluwer, a.s., 2016.
7. HOŘEJŠÍ, B. - MACÁKOVÁ, L. - SOUKUP, J. - SOUKUPOVÁ, J.: Mikroekonomie. 6. vydání, Praha: Management Press, ALBATROS MEDIA a.s., 2018.

8. KRUGMAN, P. – WELLS, R.: Microeconomics. Macmillan Education. 2021
 9. STEVENSON, B. – WOLFERS, J.: Principles of Microeconomics. Macmillan Education. 2020
 10. MANKIW, N. G.: Principles of Microeconomics (Mankiw's Principles of Economics). 7th edition. South-Western College Pub. 2020
 11. SCHILLER, B. – GEBHARDT, K.: The Micro Economy Today. 15th Edition, Kindle Edition. 2019.
- Supplementary literature:
12. MAZÚROVÁ, B. - KOLLÁR, J. – Považanová, M.: Princípy mikroekonómie – cvičebnica. Bratislava: Wolters Kluwer, a.s., 2020.
 13. FENDEKOVÁ, E. a kol.: Mikroekonómia: zbierka príkladov. Bratislava: Wolters Kluwer, a.s., 2019.
 14. ROZBORILOVÁ, D. a kol.: Ekonómia praktikum. Ekonomická teória 1. Bratislava: Wolters Kluwer, a.s., 2018.
 15. LISÝ, J. - ČAPLANOVÁ, A. – VONGREJ, M.: Dejiny ekonomických teórií. Bratislava: Wolters Kluwer, a.s., 2018.
 16. HOREHÁJOVÁ, M. – MARASOVÁ, J.: Mikroekonómia 2 – teória spotrebiteľa. Bratislava: Wolters Kluwer, a.s., 2014.
 17. HOREHÁJ, J.: Trh a jeho deformácie štátom. Bratislava: Wolters Kluwer, a.s., 2014.

Syllabus:

Lectures:

1. Development of economic thinking.
2. Subject and methodology of economic theory.
3. Assumptions of the functioning of the economy. Economic laws.
4. Market and market system.
5. Market mechanism. Demand, offer. Formation of market equilibrium.
6. Consumer behavior and demand creation.
7. Elasticity of demand and supply.
8. Theory of production and creation of supply.
9. Behavior of the company in conditions of perfect competition.
10. Causes of imperfect competition and balance of monopoly.
11. Balance of the company in conditions of oligopoly and monopolistic competition.
12. Market of production factors - Labor market. Land market. Capital market.
13. Distribution of pensions and quality of life.

Seminars:

1. Subject and methodology of economic theory - acquisition of basic terms on practical examples.
2. Assumptions of the functioning of the economy. Economic laws - quantitative and graphical problems.
3. Market and market system - market imperfections, externalities, public goods.
4. Market mechanism. Demand offer. Formation of market equilibrium - quantitative and graphical tasks.
5. Consumer behavior and demand generation - quantitative and graphical tasks.
6. Elasticity of demand and supply - quantitative tasks.
7. Costs, revenues and profit of the company.
8. Behavior of the company in conditions of perfect competition - graphic tasks.
9. Causes of imperfect competition and balance of monopoly - graphic tasks.
10. Equilibrium of the company in conditions of oligopoly and monopolistic competition - graphic tasks.
11. Market of production factors - graphic tasks.

12. Distribution of pensions and quality of life – work in groups with current data.
13. Presentation of semester works.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 72

A	B	C	D	E	FX
6.94	11.11	40.28	23.61	15.28	2.78

Lecturer: doc. Ing. Jozef Zuzik, PhD., doc. Ing. Emília Duřová Spiřáková, PhD.

Date of the latest change: 22.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintořová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KEM PHF/ PPEM22123/22	Title of course: Physical Education
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Tests throughout semester somatometric, motoric and functional credits	
Student workload: participation in seminars - 26 hours	
Teaching results: Compensation of mental load, influence on physical, functional and physical development. Prevention of diseases of civilization, metabolic syndrome and diseases caused by a sedentary lifestyle. Forming a lasting relationship with sports, gaining knowledge about proper nutrition and lifestyle. Improving basic movement skills, improving typological parameters. Knowledge: <ul style="list-style-type: none">• proper nutrition and lifestyle• proper physical and physical development Skills: <ul style="list-style-type: none">• basic movement skills• influence on typological parameters Competences: <ul style="list-style-type: none">• forming a lasting relationship with sport• prevention of diseases of civilization	
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. Moravec, R. – Kampmiller, T. – Sedláček, J. 1996. Eurofit. Telesný rozvoj a pohybová výkonnosť školskej populácie na Slovensku. Bratislava: Slovenská vedecká spoločnosť pre telesnú výchovu a šport. ISBN 80-967487-1-8. 2. Clarková, N. 2000. Sportovní výživa. Praha: Grada. ISBN 978-80-247-4655-5.	

3. Moravec, R. – Kampmiller, T. – Šimonek, J. a kol. 2004. Teória a didaktika športu. Bratislava : Slovenská vedecká spoločnosť pre telesnú výchovu a šport. ISBN 80-89075-22-3.
4. Peráček P. – Argaj, G. – Holienka, M. a kol. 2003. Športové hry. Bratislava: PEEM. ISBN 80-88901-77-4.
5. Macejková, Y. a kol. 2005. Didaktika plávania. Bratislava: ICM Agency. ISBN 80-969268-3-7.
6. Kovaříková, K. 2017. Aerobik a fitness. Praha : Karolinum. ISBN 978-80-246-3649-8.

Syllabus:

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.

Language whose command is required to complete the course:

Slovak

Notes:

Completion of summer/ winter physical education course/camp

Assessment of courses

Total number of evaluated students: 54

NZ	Z
3.7	96.3

Lecturer: Prof.h.c. Ing. Martin Bosák, PhD., Ing.Paed.IGIP

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KEM PHF/ PPEM22124/22	Title of course: Physical Education
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: Tests throughout semester somatometric, motoric and functional credits	
Student workload: participation in seminars - 26 hours	
Teaching results: Compensation of mental load, influence on physical, functional and physical development. Prevention of diseases of civilization, metabolic syndrome and diseases caused by a sedentary lifestyle. Forming a lasting relationship with sports, gaining knowledge about proper nutrition and lifestyle. Improving basic movement skills, improving typological parameters. Knowledge: <ul style="list-style-type: none">• proper nutrition and lifestyle• proper physical and physical development Skills: <ul style="list-style-type: none">• basic movement skills• influence on typological parameters Competences: <ul style="list-style-type: none">• forming a lasting relationship with sport• prevention of diseases of civilization	
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. Moravec, R. – Kampmiller, T. – Sedláček, J. 1996. Eurofit. Telesný rozvoj a pohybová výkonnosť školskej populácie na Slovensku. Bratislava: Slovenská vedecká spoločnosť pre telesnú výchovu a šport. ISBN 80-967487-1-8. 2. Clarková, N. 2000. Sportovní výživa. Praha: Grada. ISBN 978-80-247-4655-5.	

3. Moravec, R. – Kampmiller, T. – Šimonek, J. a kol. 2004. Teória a didaktika športu. Bratislava : Slovenská vedecká spoločnosť pre telesnú výchovu a šport. ISBN 80-89075-22-3.
4. Peráček P. – Argaj, G. – Holienka, M. a kol. 2003. Športové hry. Bratislava: PEEM. ISBN 80-88901-77-4.
5. Macejková, Y. a kol. 2005. Didaktika plávania. Bratislava: ICM Agency. ISBN 80-969268-3-7.
6. Kovaříková, K. 2017. Aerobik a fitness. Praha : Karolinum. ISBN 978-80-246-3649-8.

Syllabus:

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.

Language whose command is required to complete the course:

Slovak

Notes:

Completion of summer/ winter physical education course/camp

Assessment of courses

Total number of evaluated students: 28

NZ	Z
14.29	85.71

Lecturer: Prof.h.c. Ing. Martin Bosák, PhD., Ing.Paed.IGIP

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22121/22	Title of course: Public Relations
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: Evaluation: total for semester 100% Continuous assessment: 40% (semester assignment - 20%, written examination - 20%). Exam: 60% Total: exercises + exam - at least 51% for evaluation sufficient and at the same time at least 51% of the exam.	
Student workload: participation in seminars = 26 hours preparation for seminars = 26 hours preparation for exam = 26 hours Total study load: 78 hours	
Teaching results: The aim of the course is to effectively apply Public Relations tools in specific situations in conjunction with the business goals of the company. Priority is given to PR functions: information function, contact function, management function, image function, harmonization function, sales support function, stabilization function and continuity function. Knowledge: After completing the course, the student will gain knowledge in the field of PR development, will know the main approaches and models in the field of PR Competence: Based on the knowledge, the student will be able to apply individual PR tools, strategies in the field of PR and evaluate PR. Skill: Student can apply knowledge of corporate governance, human resources, and ethical principles of business conduct.	
Indicative content: Exercises 1. Theory and development of PR, 2. Case studies 3. Communications forms and methods. 4. Relationships of the company with the environment, specific examples, and goals 5. Communication planning and management - strategies and tactics, 6. PR evaluation, 7. PR tools 1	

8. PR tools 2
9. Individual areas of PR and their examples
10. The concept of gaining public trust, public opinion.
11. Legislative framework and ethics in PR, unethical and manipulative practices in PR
12. Interest groups, lobbying in society, charity.
13. Written examination and evaluation of semester assignments

Support literature:

- KOPECKÝ, L.: Public relations. Praha, Grada, 2013, ISBN 9788024742298
- HEJLOVÁ, D.: Public relations. Praha : Grada Publishing, 2015. ISBN 978-80-247-5022-4
- KOTLER, P. - ARMSTRONG, G. 2004. Marketing. Praha: GRADA, 2004. ISBN 80-247-0513-3.
- MYERS C.. 2021. Public Relations: History Theory, Practice, And Profession (1 ed.). Routledge/ Taylor & Francis Group. ISBN 9781138491403
- SCOTT, D. M.: The new rules of marketing and PR, 5th edition.: John Wiley & Sons,, 2015. ISBN978- 1119070481
- BOWEN S. A.; Martin T. R.; Rawlins B.. 2019. An Overview of the Public Relations Function. Business Expert Press, ISBN: 9781949443660
- ERDEMIR, A. Reputation Management Techniques in Public Relations. IGI Global, 2018, 430 p. ISBN: 1522536205
- FREY, P. Marketingová komunikace: nové trendy 3.0. Management Press, Albatros Media a.s., 2017, 212 s. ISBN: 8072613898
- HEATH, R.L. Encyclopedia of Public Relations. SAGE Publications, 2013, 1152 p. ISBN 1452276226
- SVOBODA, V. Public relations: moderně a účinně. Praha: Grada Publishing, 2006, 240 s. ISBN 8024705648
- GREGORY, A. Public Relations in Practice. Kogan Page Publishers, 2004, 210 p. ISBN 0749433817
- THURLOW, A.. 2019. Social media, organizational identity and public relations: the challenge of authenticity. Routledge. ISBN: 9781315160443
- www.m-journal.cz, <https://strategie.hnonline.sk>, <http://www.event-promotion.cz>,
<https://www.lupa.cz/>, <https://mladypodnikatel.cz/>, www.mediaguru.cz,
<https://marketingsales.tyden.cz/>, www.mediar.cz, www.zet.cz/temata/tag/2473, <https://profit.finance.cz/>

Syllabus:

Exercises

1. Theory and development of PR,
2. Case studies
3. Communications forms and methods.
4. Relationships of the company with the environment, specific examples, and goals
5. Communication planning and management - strategies and tactics,
6. PR evaluation,
7. PR tools 1
8. PR tools 2
9. Individual areas of PR and their examples
10. The concept of gaining public trust, public opinion.
11. Legislative framework and ethics in PR, unethical and manipulative practices in PR
12. Interest groups, lobbying in society, charity.
13. Written examination and evaluation of semester assignments

Language whose command is required to complete the course:

Slovak					
Notes:					
Assessment of courses					
Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
Lecturer: Ing. Katarína Petrovčíková, PhD.					
Date of the latest change: 25.02.2022					
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.</p>					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22107/22	Title of course: Retail Store 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: 5.	
Degree of study: I.	
Prerequisites: KOP PHF/PPO22104/22-Business in Trade and Services	
Requirements to complete the course: Ongoing evaluation during the course: written test: 10% active participation in exercises: 10% team semestral work and its presentation: 20% Final evaluation: written test: 60% The team for processing the semestral work consists of 3 members and the selection of team members will be done randomly. The evaluation of the semester work is performed as a team. All team members receive the same rating.	
Student workload: lectures: 26 h. seminars: 26 h. the preparation for seminars: 26 h. the preparation for the test: 20 h. preparation for the final exam: 38 h. team semestral work: 20 h. Total: 156h together: 156 h.	
Teaching results: The aim of the course is to focus on the issue of retail unit operation. It provides comprehensive information on the classification of the retail network, specific areas related to the operation of retail operations and approximates the basic principles of the success of retail operations. Knowledge: Upon successful completion of the course, students will know the legislative framework for the operation of retail units, gain knowledge that determines the successful use of marketing mix tools and their application to the retail unit. Skills: The issue of retail operation is a set of interconnected activities, knowledge of which is the primary prerequisite for success in the market. By completing the course Business Operation of a Retail Unit, students will know the steps to successful establishment in the field of retail. By completing the course, they will deepen their skills in working with data, in interpersonal communication, collaboration using OKT, as well as the ability to address and receive criticism, skills to present and communicate the results of their findings.	

Competences: Students will acquire the competencies of a corporate salesman fully oriented in the complex issues of retail. They enable them to creatively assess the basic context of the establishment of retail establishments and make decisions based on their knowledge. The goal is to achieve a high degree of independence and foresight in both known and unknown environments. Work proactively and responsibly as part of a work team. Application of innovative and creative thinking supported by professional presentation of the results of one's own study or practice

Indicative content:

Lectures:

1. Introduction to retail business, retail and retail network
2. Classification of retail operations
3. Location of retail operations
4. Interior and exterior of retail operation
5. Marketing mix of retail, creation of the assortment of the retail operation
6. Effective inventory management and storage of goods,
7. Category management, Merchandising
8. Human resources in retail operation
9. Business operations in retail
10. Technical means in retail
11. Shopping centers
12. Social responsibility and ethics in retail
13. New trends in retail business

Seminars:

1. Introduction to the course
2. Technical means in retail
3. Retail of the Slovak Republic, presentation of business plans
4. Analysis of the retail through the data from the Statistical Office of the Slovak Republic
5. Analysis of the basic indicators of Slovak retail in comparison with abroad
6. Inventory management of retail operations, basic financial indicators of retail
7. Field work, retail management
8. Current problems of retail practice
9. Presentation of individual projects
10. Written test, presentation of individual projects
11. Presentation of individual projects
12. Presentation of individual projects
13. Final evaluation of the course: emphasizing the importance of individual lectured topics and critical sections of their application in economic practice

Support literature:

Elementary literature:

LIESKOVSKÁ, Vanda – PETROVČIKOVÁ, Katarína – HESKOVÁ, Marie. Obchodná prevádzka maloobchodnej jednotky. 1. Vyd. Bratislava : Vydavateľstvo EKONÓM, 2017. ISBN 978-80-225-4452-8.

VIESTOVÁ, K. A kol.: Obchodná prevádzka maloobchodnej jednotky. Vybrané časti. 1. vyd. Bratislava: Ekonóm, 2008.

CIMLER, P. – ZADRAŽILOVÁ, D.: Retail Management. Praha: Management Press, 2007.

PRAŽSKÁ, L. – JINDRA, J. a kol.: Obchodní podnikání. Praha: Management Press, 2002.

Supplementary literature:

VIESTOVÁ, K a kol: Lexikón obchodu (1) Trh, obchod, tovar. 1. vyd. Bratislava: Ekonóm, 2006

VIESTOVÁ, K a kol.: Lexikón obchodu (2) Predajňa, obchodný podnik. 1. vyd. Bratislava: Ekonóm, 2006

FECHER, A., ROBBERT, T., ROTH, S.: Per piece or per kilogram? Deflout-unit effects in retailing. Journal of Retailing and Consumer Services. Volume 53, March 2020
BURSTINER, I.: Základy maloobchodního podnikání. Praha: Victoria Publishing, 1991
Journals: Moderní obchod, Tovar a predaj

Syllabus:

Lectures:

1. Introduction to retail business, retail and retail network
2. Classification of retail operations
3. Location of retail operations
4. Interior and exterior of retail operation
5. Marketing mix of retail, creation of the assortment of the retail operation
6. Effective inventory management and storage of goods,
7. Category management, Merchandising
8. Human resources in retail operation
9. Business operations in retail
10. Technical means in retail
11. Shopping centers
12. Social responsibility and ethics in retail
13. New trends in retail business

Seminars:

1. Introduction to the course
2. Technical means in retail
3. Retail of the Slovak Republic, presentation of business plans
4. Analysis of the retail through the data from the Statistical Office of the Slovak Republic
5. Analysis of the basic indicators of Slovak retail in comparison with abroad
6. Inventory management of retail operations, basic financial indicators of retail
7. Field work, retail management
8. Current problems of retail practice
9. Presentation of individual projects
10. Written test, presentation of individual projects
11. Presentation of individual projects
12. Presentation of individual projects
13. Final evaluation of the course: emphasizing the importance of individual lectured topics and critical sections of their application in economic practice

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
9.76	9.76	41.46	31.71	7.32	0.0

Lecturer: prof. Ing. Vanda Lieskovská, PhD., Ing. Janka Kopčáková, PhD.

Date of the latest change: 25.02.2022

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

delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22400/22	Title of course: Seminar for Final Thesis 1
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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 - elaboration of materials for the final thesis - 15% • individual work - elaboration of literary research - 40% • written test - 45%	
Student workload: participation in seminars - 26 hrs. • other activities - study of literature, preparation of materials for the final thesis, preparation for seminars, elaboration of literary research and preparation for a written test - 26 hrs. Total: 52 hrs.	
Teaching results: The aim of the course is to acquaint students with the basic requirements for the final work in the conditions of the university. To teach students to solve professional and research problems in the field of business economics and management using scientific publications and primary and secondary data. Help students formulate the research plan of the final work and to process a literary research on the topic of the work. Knowledge: • on the procedure for resolving the final thesis, • on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Skills: • formulation of the main goal and partial goals of the final work, • ability to obtain the necessary information from available sources, • processing of materials for the final work and literary research, • presentation of the results of the final work. Competences: • an independent and creative approach to solving economic problems, • responsibility for compliance with relevant legislation, internal regulations, • responsibility for respecting the usual ethical principles of scientific work.	
Indicative content: 1. Basic requirements for the final work in the relevant documents of the university. 2. Final thesis assignment. 3. The current state of the problem at home and abroad. Literary research. 4. Internet information sources. 5. Scientific databases, statistical databases. 6. Search and use of information sources. 7. Literary search processing. 8. Citation according to STN ISO 690 and citation options. 9. Object, subject and aims of the final work. 10. System of methods and methodology of the final work. 11. Review report. 12. Defense of semester work. 13. Presentation of semester work.	
Support literature: Elementary literature:	

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf
 2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
 3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
 4. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.
- Supplementary literature:
5. ADAMS, J.- HAFIZ, T. A. – KHAN, R. R. 2014. Research Methods for Business and Social Science Students. New Delhi : SAGE Publications India, 2014. ISBN 9788132119814.
 6. BRYNMAN, A. - BELL, E. 2015. Business Research Methods. Oxford : Oxford University Press, 2015. ISBN 978-0-19-966864-9.
 7. GHOURI, P. N. – GRØNHØAUG, K. 2005. Research Methods in Business Studies: A Practical Guide. Harlow : Pearson Education, 2005. ISBN 0273-68156-7.
 8. LEE, B. - SAUNDERS, M. 2017. Conducting Case Study Research for Business and Management Students. London : SAGE Publications, 2017. ISBN 978-1-44627-416-3.

Syllabus:

1. Basic requirements for the final work in the relevant documents of the university.
2. Final thesis assignment.
3. The current state of the problem at home and abroad. Literary research.
4. Internet information sources.
5. Scientific databases, statistical databases.
6. Search and use of information sources.
7. Literary search processing.
8. Citation according to STN ISO 690 and citation options.
9. Object, subject and aims of the final work.
10. System of methods and methodology of the final work.
11. Review report.
12. Defense of semester work.
13. Presentation of semester work.

Language whose command is required to complete the course:

slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 40

NZ	Z
0.0	100.0

Lecturer: Ing. Jozef Gajdoš, PhD.

Date of the latest change: 16.12.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KE PHF/PPE22509/22	Title of course: Seminar for Final Thesis 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: Requirements to complete the course: <ul style="list-style-type: none"> • individual work - literary research on the given topic of the final thesis – 45% • individual work - elaboration of individual chapters of the final thesis - 55% Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
Student workload: <ul style="list-style-type: none"> • participation at seminars - 26 hrs. • other activities - study of literature, preparation of materials for the final thesis - 26 hrs. Total: 52 hrs.	
Teaching results: The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. Knowledge: <ul style="list-style-type: none"> • on the procedure for solving professional and research problems in the field of business economics and management, • on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Skills: <ul style="list-style-type: none"> • formulation of the main goal and partial goals of the final work, • ability to obtain the necessary information from available sources, • processing of materials for the final thesis and literary research, • presentation of the results of the final thesis. Competence: <ul style="list-style-type: none"> • an independent and creative approach to solving economic and managerial problems, • responsibility for compliance with relevant legislation, internal regulations, • responsibility for respecting the usual ethical principles of scientific work. 	

Indicative content:

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Support literature:

Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

Supplementary literature:

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

Syllabus:

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 0

NZ	Z
0.0	0.0

Lecturer:

Date of the latest change: 19.07.2022

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

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22206/22	Title of course: Seminar for Final Thesis 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: Prerequisites: Seminar for Final Thesis 1 Requirements to complete the course: <ul style="list-style-type: none"> • individual work - literary research on the given topic of the final thesis – 45% • individual work - elaboration of individual chapters of the final thesis - 55% Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
Student workload: <ul style="list-style-type: none"> • participation at seminars - 26 hrs. • other activities - study of literature, preparation of materials for the final thesis - 26 hrs. Total: 52 hrs.	
Teaching results: The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. Knowledge: <ul style="list-style-type: none"> • on the procedure for solving professional and research problems in the field of business economics and management, • on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Skills: <ul style="list-style-type: none"> • formulation of the main goal and partial goals of the final work, • ability to obtain the necessary information from available sources, • processing of materials for the final thesis and literary research, • presentation of the results of the final thesis. Competence: <ul style="list-style-type: none"> • an independent and creative approach to solving economic and managerial problems, • responsibility for compliance with relevant legislation, internal regulations, 	

- responsibility for respecting the usual ethical principles of scientific work.

Indicative content:

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Support literature:

Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

Supplementary literature:

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

Syllabus:

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 8

NZ	Z
0.0	100.0

Lecturer:

Date of the latest change: 04.10.2022

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

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22814/22	Title of course: Seminar for Final Thesis 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none"> • individual work – literary research on the given topic of the final thesis – 45% • individual work – elaboration of individual chapters of the final thesis – 55% Total for the semester: 100% Final evaluation: credit, to obtain credit it is necessary to obtain at least 51%.	
Student workload: <ul style="list-style-type: none"> • participation at seminars (consultations) – 26 hours • other activities - study of literature, preparation of materials for the final thesis – 26 hours Total: 52 hours	
Teaching results: The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. Knowledge: <ul style="list-style-type: none"> • on the procedure for solving professional and research problems in the field of business economics and management, • on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Skills: <ul style="list-style-type: none"> • formulation of the main goal and partial goals of the final work, • ability to obtain the necessary information from available sources, • processing of materials for the final thesis and literary research, • presentation of the results of the final thesis. Competence: <ul style="list-style-type: none"> • an independent and creative approach to solving economic and managerial problems, • responsibility for compliance with relevant legislation, internal regulations, • responsibility for respecting the usual ethical principles of scientific work. 	
Indicative content:	

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Support literature:

Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

Supplementary literature:

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

Syllabus:

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 1

NZ	Z
0.0	100.0

Lecturer:

Date of the latest change: 04.04.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22187/22	Title of course: Seminar for Final Thesis 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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: <ul style="list-style-type: none"> • individual work - literary research on the given topic of the final thesis – 45% • individual work - elaboration of individual chapters of the final thesis - 55% 	
Student workload: <ul style="list-style-type: none"> • participation at seminars - 26 hrs. • other activities - study of literature, preparation of materials for the final thesis - 26 hrs. Total: 52 hrs.	
Teaching results: The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. Knowledge: <ul style="list-style-type: none"> • on the procedure for solving professional and research problems in the field of business economics and management, • on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Skills: <ul style="list-style-type: none"> • formulation of the main goal and partial goals of the final work, • ability to obtain the necessary information from available sources, • processing of materials for the final thesis and literary research, • presentation of the results of the final thesis. Competence: <ul style="list-style-type: none"> • an independent and creative approach to solving economic and managerial problems, • responsibility for compliance with relevant legislation, internal regulations, • responsibility for respecting the usual ethical principles of scientific work. 	
Indicative content: Seminars: Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time	

schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Support literature:

Elementary literature:

1. Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf
2. KATUŠČÁK, D. 2013. Ako písať záverečné a kvalifikačné práce. Nitra : Enigma, 2013. ISBN 978-80-89132-45-4.
3. MEŠKO, D. – FINDRA, J. - KATUŠČÁK, D. 2013. Chcete byť úspešní na vysokej škole? Akademická príručka. Martin : Osveta, 2013. ISBN 978-80-8063-392-9.
4. SAUNDERS, M. –LEWIS, P. – THORNHILL, A. 2019. Research methods for business students. Eight edition. Harlow : Pearson, 2019. ISBN 9781292208787.

Supplementary literature:

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

Syllabus:

Seminars: Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Language whose command is required to complete the course:

slovak

Notes:

Assessment of courses

Total number of evaluated students: 4

NZ	Z
0.0	100.0

Lecturer:

Date of the latest change: 04.10.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22123/22	Title of course: Seminar for Final Thesis 2
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 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 - literary research on the given topic of the final thesis – 45 % individual work - elaboration of individual chapters of the final thesis - 55 %	
Student workload: <ul style="list-style-type: none"> • participation at seminars - 26 hrs. • other activities - study of literature, preparation of materials for the final thesis - 26 hrs. Total: 52 hrs.	
Teaching results: The aim of the course is to provide students with knowledge of the basics of scientific work and the creation of professional work and to acquaint them with the basic requirements for the final thesis in the conditions of the university. The aim is also to teach students to solve professional and research problems in the field of business economics and management using available information sources, to formulate the research plan of the final work and to generalize the acquired results. Knowledge: <ul style="list-style-type: none"> • on the procedure for solving professional and research problems in the field of business economics and management, • on the basic documents governing the elaboration of the final thesis, on the procedures and requirements for the submission of the thesis, on the control of its originality, on the consent to its disclosure and on its defense. Competence: <ul style="list-style-type: none"> • an independent and creative approach to solving economic and managerial problems, • responsibility for compliance with relevant legislation, internal regulations, • responsibility for respecting the usual ethical principles of scientific work. Skills: <ul style="list-style-type: none"> • formulation of the main goal and partial goals of the final work, • ability to obtain the necessary information from available sources, • processing of materials for the final thesis and literary research, • presentation of the results of the final thesis. 	
Indicative content: Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule	

of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Support literature:

Elementary literature:

Interná smernica č. 8/2021 o záverečných, rigorózných a habilitačných prácach. Bratislava : Ekonomická univerzita v Bratislave, 2021. Dostupné na: https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf

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

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

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

Supplementary literature:

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

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

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

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

Syllabus:

Literary research on the given topic of the final thesis, its interpretation. Formulation of research problems and hypotheses. Choice of final thesis processing methods. Determining the time schedule of work on individual parts of the final work. Elaboration of individual chapters of the final thesis according to the supervisor's recommendations.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 19

NZ	Z
0.0	100.0

Lecturer:

Date of the latest change: 04.10.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava					
Faculty: Faculty of Business Economics with seat in Košice					
Course code: KOP PHF/PPO22900/22		Title of course: State Exam - Business Economics and Management, Commercial Entrepreneurship, Accounting of Business Entities			
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: 27					
A	B	C	D	E	FX
3.7	29.63	37.04	22.22	3.7	3.7
Lecturer:					
Date of the latest change: 26.08.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KKM PHF/PPK22354/22	Title of course: Statistics
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 7	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: individual work, written work combined exam <ul style="list-style-type: none"> • written examination - 40 % • combined exam - 60 % 	
Student workload: <ul style="list-style-type: none"> • participation in lectures - 26 hours • participation in exercises - 26 hours • preparation for exercises - 26 hours • preparation for the semester test - 26 hours • preparation for the exam - 78 hours Total: 182 hours	
Teaching results: The main educational goal of the course is: <ul style="list-style-type: none"> • acquaint students with the principles of basic, elementary statistical methods, • teach students to apply appropriate statistical methods in solving practical problems in the field of economic practice, • to support students' awareness in the selection, evaluation, identification and interpretation of the results of the quantitative methods used. Knowledge: The successful graduate of the course will gain knowledge from the application of basic, elementary statistical methods, which can be applied in decision-making in various areas of economic practice and will use them appropriately in the study of other economic subjects, processing of theses. Skills: The graduate can implement, perform basic, elementary statistical analysis, construct hypotheses, solve associations between indicators, draw relevant conclusions from applied statistical procedures. The student applies the acquired theoretical knowledge to solve specific economic problems. Competences:	

After completing the course, the student is able to solve and analyze the problems of economic practice by applying appropriate statistical methods and procedures, interprets the results in a suitable way and draws conclusions based on empirical results.

Indicative content:

Lectures:

1. Basic concepts, steps of statistical analysis.
2. Presentation of statistical features. Classification.
3. Statistical characteristics. Graphic presentation.
4. Random phenomena, random selection, statistical induction.
5. Point and interval estimation of basic parameters.
6. Testing statistical hypotheses.
7. Goodness-of-fit tests.
8. Normality tests. Tests of extreme values.
9. Elementary methods of dependency description.
10. Correlation.
11. Simple linear regression function.
12. Contingency coefficients.
13. Analysis of variance.

Seminars:

1. Descriptive statistics (unsorted statistical set - characteristics of position and variability).
2. Descriptive statistics (unsorted statistical set - moments of the statistical set, histogram, Box-plot).
3. Descriptive statistics (variational classification - characteristics of position and variability).
4. Descriptive statistics (variational classification - moments of the statistical set, histogram, Box-plot).
5. Point and interval estimation of statistical file parameters.
6. Testing statistical hypotheses – parameter tests.
7. Pearson's goodness-of-fit test.
8. Kolmogorov and Kolmogorov-Smirnov goodness-of-fit test.
9. Normality tests using skewness and kurtosis.
10. Grubbs and Dixon test of extreme values.
11. Written examination.
12. Pearson correlation coefficient. Spearman's order correlation coefficient. Simple linear regression. Tests of statistical significance and confidence intervals of estimates.
13. Contingency coefficients. ANOVA models.

Support literature:

1. PACÁKOVÁ, V. a kol.: Štatistické metódy pre ekonómov. Bratislava: IURA EDITION, 2009.
2. KOTLEBOVÁ, E. a kol.: Štatistika pre bakalárov v praxi. Bratislava: Ekonóm, 2017.
3. PACÁKOVÁ, V. a kol.: Štatistika pre ekonómov. Zbierka príkladov A. Bratislava: Iura Edition, 2005.
4. TKÁČ, M.: Štatistické riadenie kvality. Bratislava: Ekonóm, 2001.
5. HINDLS, R. – HRONOVÁ, S. – SEGER, J.: Statistika pro ekonomy. Praha: Profesional Publishing, 2004.
6. ŠOLTĚS, E. a kol.: Štatistické metódy pre ekonómov. Zbierka príkladov. Bratislava: Wolters Kluwer, 2018.
7. MCCLAVE, J. T. – BENSON, P. G. – SINCICH, T.: Statistics For Business and economics (13th ed.). Pearson Education, UK, 2018.
8. WONNACOTT, T. H. – WONNACOTT, R. J.: Statistics for Business and Economics. New York : J. Wiley, 1984.

Syllabus:

Lectures:

1. Basic concepts, steps of statistical analysis.
2. Presentation of statistical features. Classification.
3. Statistical characteristics. Graphic presentation.
4. Random phenomena, random selection, statistical induction.
5. Point and interval estimation of basic parameters.
6. Testing statistical hypotheses.
7. Goodness-of-fit tests.
8. Normality tests. Tests of extreme values.
9. Elementary methods of dependency description.
10. Correlation.
11. Simple linear regression function.
12. Contingency coefficients.
13. Analysis of variance.

Seminars:

1. Descriptive statistics (unsorted statistical set - characteristics of position and variability).
2. Descriptive statistics (unsorted statistical set - moments of the statistical set, histogram, Box-plot).
3. Descriptive statistics (variational classification - characteristics of position and variability).
4. Descriptive statistics (variational classification - moments of the statistical set, histogram, Box-plot).
5. Point and interval estimation of statistical file parameters.
6. Testing statistical hypotheses – parameter tests.
7. Pearson's goodness-of-fit test.
8. Kolmogorov and Kolmogorov-Smirnov goodness-of-fit test.
9. Normality tests using skewness and kurtosis.
10. Grubbs and Dixon test of extreme values.
11. Written examination.
12. Pearson correlation coefficient. Spearman's order correlation coefficient. Simple linear regression. Tests of statistical significance and confidence intervals of estimates.
13. Contingency coefficients. ANOVA models.

Language whose command is required to complete the course:

Slovak

Notes:**Assessment of courses**

Total number of evaluated students: 986

A	B	C	D	E	FX
0.1	2.54	5.58	20.18	51.32	20.28

Lecturer: doc. Ing. Silvia Megyesiová, PhD., Ing. Matej Hudák, PhD., Ing. Juliána Bednárová, PhD., Ing. Frederik Jankaj

Date of the latest change: 23.02.2022

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

PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22103/22	Title of course: Strategic 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: 6	
Recommended semester/trimester of study: 4.	
Degree of study: I.	
Prerequisites: KOP PHF/PPO22101/22-Marketing	
Requirements to complete the course: Semester assignment, Continuous test Exam Elaboration and presentation of the semester assignment - 20% Result of the continuous assessment test - 10% Activity at exercises/seminars- 10% Exam - 60%	
Student workload: Participation in lectures – 26 hours Participation in active forms - 26 hours Preparation for active forms - 13 hours Processing of semester assignment - 26 hours Preparation for continuous assessment test – 13 hours Preparation for the exam - 52 hours Total: 156 hours	
Teaching results: The aim of this course is to give a general understanding of the basic principles of the process of creating a marketing strategy, its basic components, and the tools it uses. Define the individual components of the marketing mix at a functional level - within a strategic business unit. Create a comprehensive marketing mix respecting strategic options in a competitive environment. Knowledge: Students expand their knowledge of other marketing disciplines, focusing on marketing strategy and a complex of problems associated with the design, selection and evaluation of marketing strategic options. Competence: From the acquired theoretical knowledge, students are able to systematize their knowledge of strategic marketing in relation to the needs of business practice, select and use the results of marketing strategy, as well as appropriate results to evaluate the achieved goals. Skill:	

Students can perform marketing situation analysis and solve a complex of problems associated with the design, selection and evaluation of marketing strategic options depending on the market position of a particular entity.

Indicative content:

Lectures:

Introduction to strategic marketing and its basic categories

Strategic management process

Portfolio analysis in marketing

Growth strategies and their implementation in marketing

Market share strategies

Porter's Competitive Strategies

Marketing management process and marketing planning

Creating an effective marketing organization

Product strategies

Pricing strategies

Marketing communication strategies

Distribution strategies

New trends in strategic marketing

Seminars:

Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Demonstration and discussion of the sample assignment.

Methodological instructions for processing a marketing plan

Demonstration of processing a situational marketing analysis

Product strategy - analysis of specific cases

Pricing strategy - analysis of specific cases

Communication strategy, new trends in marketing communication - analysis of specific cases

Distribution strategy - application of specific situations

Continuous assessment test

Presentation of processed semester assignments

Presentation of processed semester assignments

Presentation of processed semester assignments

Presentation of processed semester assignments

Presentation of processed semester assignments

Support literature:

Elementary literature:

LESÁKOVÁ, D. a kol. Strategický marketing, vydavateľstvo Sprint dva, Bratislava 2014, 350 s. ISBN 9788089710072.

JAKUBÍKOVÁ, D. Strategický marketing - Strategie a trendy. GRADA Publishing, 2013, 368 s. ISBN 9788024746708.

ABRATT, R., BENDIXEN, M. Strategic Marketing: Concepts and Cases. Routledge, 2018, 158 p. ISBN 9780429951558

HOOLEY, G. et al. Marketing Strategy and Competitive Positioning, 7th Edition. Pearson, 2020, 616 p. ISBN 978-1292276540

CHERNEV, A. Strategic Marketing Management - The Framework, 10th Edition. Cerebellum Press, 2019, 320 p. ISBN: †978-1936572595

Supplementary literature:

KOTLER, M. et al. Marketing Strategy In The Digital Age: Applying Kotler's Strategies To Digital Marketing. World Scientific, 2020, 404 p. ISBN 9789811216992

FIFIELD, P. Marketing strategy. Routledge, 2012, ISBN 1136004416, s. 352.
KOTLER, M. et al. Marketing Strategy In The Digital Age: Applying Kotler's Strategies To Digital Marketing. World Scientific, 2020, 404 p. ISBN 9789811216992
FIFIELD, P. Marketing strategy. Routledge, 2012, ISBN 1136004416, s. 352.
PETERSON R., KERIN, R. Marketing Strategy. Published - Jong Wiley & sons Ltd, 2011, ISBN 978-1-405-16178-7, s. 239.
WEST, D.C. - FORD, J.B. – IBRAHIM, E. Strategic marketing: creating competitive advantage. United Kingdom: Oxford University Press, 2015, 571 p. ISBN 9780199684090
Journals: Journal of Strategic Marketing.

Syllabus:

Lectures:

Introduction to strategic marketing and its basic categories
Strategic management process
Portfolio analysis in marketing
Growth strategies and their implementation in marketing
Market share strategies
Porter's Competitive Strategies
Marketing management process and marketing planning
Creating an effective marketing organization
Product strategies
Pricing strategies
Marketing communication strategies
Distribution strategies
New trends in strategic marketing

Seminars:

Introductory seminar, getting acquainted with the organization of work in seminars and with the conditions of continuous and overall evaluation. Demonstration and discussion of the sample assignment.
Methodological instructions for processing a marketing plan
Demonstration of processing a situational marketing analysis
Product strategy - analysis of specific cases
Pricing strategy - analysis of specific cases
Communication strategy, new trends in marketing communication - analysis of specific cases
Distribution strategy - application of specific situations
Continuous assessment test
Presentation of processed semester assignments
Presentation of processed semester assignments
Presentation of processed semester assignments
Presentation of processed semester assignments
Presentation and defense of semester assignments, checking the fulfillment of credit criteria, closing the semester.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 17

A	B	C	D	E	FX
5.88	29.41	29.41	17.65	17.65	0.0

Lecturer: doc. Ing. Barbora Gontkovičová, PhD., Ing. Katarína Petrovčíková, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KFRP PHF/PPF22094/22	Title of course: Taxation of Business Entities
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KFRP PHF/PPF22044/22-Accounting in Organizations	
Requirements to complete the course: Ongoing evaluation: continuous written work 40% (total points 40) continuous evaluation: min. 21 points (out of 40 points) Final rating: written exam 60% - 60 points (10 points open questions and 50 points examples) written exam - min. number of 31 points	
Student workload: 104 hours in total, of which: 26 hours active participation in lectures 26 hours active participation in exercises 26 hours preparation for exercises 26 hours preparation for the exam	
Teaching results: The aim of the course is to acquire theoretical and practical knowledge and skills in the application of direct and indirect taxes by business entities within the applicable legislation of the Slovak Republic. Knowledge: theoretical and practical knowledge in the field of taxes and understanding of the legislative regulation of individual types of direct and indirect taxes related to the processes of taxation of business entities in the Slovak Republic Skills: gaining legislative knowledge and practical experience in the processes of taxation of business entities in the Slovak Republic with the application of the calculation of tax liability and processing of tax returns of individual direct and indirect taxes Competences: evaluation of the level of knowledge and practical skills in the field of taxation of business entities in the Slovak Republic	
Indicative content: Lectures: Tax system of the Slovak Republic, the position of individual taxes in the tax system of the Slovak Republic, elements of tax technology, definition of basic terms. The need for taxation. Taxation of income from dependent activity. Principle of taxation, collection and payment of tax advances. Obligations of employees and employers.	

Personal income tax. Creation of partial tax bases. Income from business, other self - employed activity and rent. Income from capital assets. Other income.

Personal income tax. Adjustment of the tax base. The principle of balancing the tax liability for the tax period. Payment of tax advances.

Corporate income tax. Subject of the tax, transformation of the economic result into the tax base. Tax calculation, tax advances.

Tax expenses. Tax depreciation. Termination of the tax entity 's business.

Taxation of foreign persons. Economic hiring of labor.

Value added tax. Basic principles of VAT. Mechanism of VAT application on the territory of the Slovak Republic, on the territory of the Community and against third countries.

Taxable VAT transactions, subject of tax, tax base. Taxable persons and registration of VAT payers.

Intra - Community acquisition of goods. Imports of goods from third countries.

Application of VAT deduction.

Intra-Community delivery of goods. Mail order sales. Exports of goods to third countries.

Local taxes - basic principles of taxation.

Specific excise duties - an overview. Basic principles of taxation.

Seminars:

Procedure for calculating the partial income tax base from dependent activity. Application of non-taxable parts of the tax base and tax bonus. Responsibilities and obligations of taxpayers. Practice on practical examples.

Practical examples for the annual settlement of income tax from dependent activity. Methodology for quantifying partial tax bases from individual types of personal income

Processing of tax returns of natural persons - model cases. Settlement of relations with the state budget.

Methods of calculating the income tax base for various forms of legal entities. Tax return - model cases.

Technique of applying tax depreciation. Depreciation calculation for selected groups of assets, technical evaluation of assets and its impact on the tax base.

Continuous written control work on the discussed issues.

Taxation of foreign persons, economic hiring of labor and application of double taxation treaties.

Mechanism of application of VAT - basic principles.

Specific cases of quantification of the value added tax base in domestic, Community and third country transactions.

Methodology of tax deduction and application of the coefficient for tax deduction in specific situations. Annual settlement of VAT deduction. Calculation of the change in the purpose of use of the asset.

Complex examples for VAT calculation.

Continuous written control work on the discussed issues.

Evaluation of continuous written work, granting of continuous evaluation.

Support literature:

Elementary literature:

1. Daňové zákony, vydavateľstvo Pravda.
2. Daňový sprievodca s komentárom, edícia Hospodárske noviny.
3. LÉNARTOVÁ, G.: Dane podnikateľských subjektov – Praktikum: Ekonóm Bratislava, 2011, ISBN 978-80-225-3136-8
4. SCHULTZOVÁ, A. A KOL.: Daňovníctvo, daňová teória a politika I.: Bratislava: Wolters Kluwer, 2018, ISBN 978-80-75-98-107-0
5. SIMONIDESOVÁ, J. – FERANECOVÁ, A.: Dane podnikateľských subjektov – Skriptá: Ekonóm Bratislava, 2017. ISBN 978-80-225-4402-3.

6. KUŠNÍROVÁ, J., VÁLEK, J.: Daňovníctvo, daňová teória a politika I. – Zbierka riešených a neriešených príkladov, 3. vyd., 2017: Bratislava: Wolters Kluwer, ISBN 978-80-8186-646-7.

Supplementary literature:

1. SIMONIDESOVÁ, J. - FERANECOVÁ, A. – DUDÁŠ PAJERSKÁ, E.: Tax systems in the international context, Ostrava: VŠB TU 2018. 216 s. ISBN 987-80-248-4198-4 2.

2. VAN BOEIJEN-OSTASZEWSKA, O.: European Tax Handbook. 2011 Amsterdam: IBDF. 930 s. ISBN 978-90-8722-093-8 3.

3. LANG, M.: Aktuelle Entwicklungen im Internationalen Steuerrecht. Linde Verlag Viedeň 2009. ISBN 3 85122 421 3. 4. Odborné časopisy (ÚaD, Poradca, MaF, DÚPP).

Syllabus:

Lectures:

Tax system of the Slovak Republic, the position of individual taxes in the tax system of the Slovak Republic, elements of tax technology, definition of basic terms. The need for taxation. Taxation of income from dependent activity. Principle of taxation, collection and payment of tax advances. Obligations of employees and employers.

Personal income tax. Creation of partial tax bases. Income from business, other self - employed activity and rent. Income from capital assets. Other income.

Personal income tax. Adjustment of the tax base. The principle of balancing the tax liability for the tax period. Payment of tax advances.

Corporate income tax. Subject of the tax, transformation of the economic result into the tax base. Tax calculation, tax advances.

Tax expenses. Tax depreciation. Termination of the tax entity 's business.

Taxation of foreign persons. Economic hiring of labor.

Value added tax. Basic principles of VAT. Mechanism of VAT application on the territory of the Slovak Republic, on the territory of the Community and against third countries.

Taxable VAT transactions, subject of tax, tax base. Taxable persons and registration of VAT payers. Intra - Community acquisition of goods. Imports of goods from third countries.

Application of VAT deduction.

Intra-Community delivery of goods. Mail order sales. Exports of goods to third countries.

Local taxes - basic principles of taxation.

Specific excise duties - an overview. Basic principles of taxation.

Seminars:

Procedure for calculating the partial income tax base from dependent activity. Application of non-taxable parts of the tax base and tax bonus. Responsibilities and obligations of taxpayers. Practice on practical examples.

Practical examples for the annual settlement of income tax from dependent activity. Methodology for quantifying partial tax bases from individual types of personal income

Processing of tax returns of natural persons - model cases. Settlement of relations with the state budget.

Methods of calculating the income tax base for various forms of legal entities. Tax return - model cases.

Technique of applying tax depreciation. Depreciation calculation for selected groups of assets, technical evaluation of assets and its impact on the tax base.

Continuous written control work on the discussed issues.

Taxation of foreign persons, economic hiring of labor and application of double taxation treaties.

Mechanism of application of VAT - basic principles.

Specific cases of quantification of the value added tax base in domestic, Community and third country transactions.

<p>Methodology of tax deduction and application of the coefficient for tax deduction in specific situations. Annual settlement of VAT deduction. Calculation of the change in the purpose of use of the asset. Complex examples for VAT calculation. Continuous written control work on the discussed issues. Evaluation of continuous written work, granting of continuous evaluation.</p>					
<p>Language whose command is required to complete the course: slovak</p>					
<p>Notes:</p>					
<p>Assessment of courses Total number of evaluated students: 41</p>					
A	B	C	D	E	FX
2.44	14.63	34.15	31.71	17.07	0.0
<p>Lecturer: doc. Ing. Jana Simonidesová, PhD., Ing. Jozef Lukáč, PhD.</p>					
<p>Date of the latest change: 14.03.2022</p>					
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.</p>					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KM PHF/PPM22129/22	Title of course: Theories of Management
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 0 / 2 Per course: 0 / 26 Method of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Degree of study: I.	
Prerequisites: KM PHF/PPM22125/22-Fundamentals of Management	
Requirements to complete the course: Ongoing evaluation: presentation of semester assignment 40 % Final evaluation: written exam 60 %	
Student workload: 78 hours total, of which: <ul style="list-style-type: none"> • 26 hours participation in seminars • 13 hours preparation for seminars • 13 hours processing of semester assignment • 26 hours exam preparation 	
Teaching results: The aim of the course is to explain to students the ideas, knowledge and experiences of pioneers who have shaped the form of management. The content of the course is an overview of the origin and development of management, from its historical basis to current management theories and models applicable in business practice. It provides insights and contributions of renowned managers and pioneers for management development. Knowledge: <ul style="list-style-type: none"> • on the development of management, managerial theories and directions of their development, • understand the modern challenges of today's managers, • about new trends and challenges in company management, • on the methodology of scientific work and methods applied in the theory and practice of management, • compare classical, neoclassical, modern, alternative theories and management models. Skills: <ul style="list-style-type: none"> • identify the benefits and limitations of individual currents of opinion in management theory, • discuss management theories of different periods and schools, • critically evaluate the knowledge and experience of individual management theories and models, • distinguish managerial theories from a territorial point of view. Competences: <ul style="list-style-type: none"> • apply the acquired knowledge and skills to today's companies, 	

- design solutions for business practice by applying relevant management theories and models,
- develop current management theories with new knowledge and trends.

Indicative content:

Seminars:

1. Management as a science, theory and practice.
2. Scientific knowledge in current management theory and practice.
3. Classical theories of management. Fundamentals of scientific and administrative management. Bureaucratic model. Bat'a's management system.
4. Neoclassical theories of management. Psychological and social theories.
5. Modern theories of management. Pragmatic and empirical approach in management.
6. European and American management. Japanese management system. Ouchi's Theory Z.
7. Currents of opinion in the field of strategic management (Ansoff, Mintzberg, Porter).
8. Neoclassical and alternative theories of business. Managerial and behavioral approach in management.
9. Baumoll model. Williamson's model. Marris model. Employee enterprise model.
10. Simon's model. Doyle zone model.
11. Current trends in the theory and practice of management. Informatization of society.
12. New trends in the development and use of human resources, changes in the approach to people management.
13. Increasing economy, efficiency and performance with emphasis on the added value of the company. Presentation of semester assignments.

Support literature:

Elementary literature:

1. MIHALČOVÁ, B. – PRUŽINSKÝ, M. 2006. Manažérske teórie. Skriptá – učebné texty. Ružomberok : Pedagogická fakulta Katolíckej univerzity v Ružomberku, 2006. 108 s. ISBN: 80-8084-076-8.
2. STANKOVIČ, L. 2014. Úvod do manažérskych teórií. Košice : Vydavateľstvo VÚSI, spol. s.r.o., 2014. 86 s. ISBN: 978-80-89383-31-3.
3. MARSHEV, V. I. 2021. History of Management Thought. Genesis and Development from Ancient Origins to the Present Day. Contributions to Management Science. Springer : 2021. 710 s. ISBN 978-3-030-62336-4, ISBN 978-3-030-62337-1 (eBook), <https://doi.org/10.1007/978-3-030-62337-1>.

Supplementary literature:

4. MIHALČOVÁ, B. – PRUŽINSKÝ, M. 2006. O manažmente a manažovaní. Monografia – Studia Scientifica Facultatis Paedagogicae č. 99 – Ružomberok : Pedagogická fakulta Katolíckej univerzity, 2006. 241 s. ISBN: 80-8084-122-5.
5. McGRATH, J. – BATES, B. 2015. 89 nejdůležitějších manažérských teorií pro praxi. Management Press, 2015. 264 s. ISBN: 9788072613823.
6. ANDREFF, W. 2021. Comparative Economic Studies in Europe: A Thirty Year Review (Studies in Economic Transition). Palgrave Macmillan; 1st ed. 2021 edition. 455 p. ISBN-10 : 3030482944.
7. KURUPPUGE, R. H. – GREGAR, A. 2020. Strategic, Tactical and Operational Decisions in Family Businesses: A Qualitative Case Study. The Qualitative Report, 25(6), 1599-1618.
8. McGRATH, J. – BATES B. 2017. The Little Book of Big Management Theories: And how to use them. Pearson Business, 2nd edition. 288 s. ISBN-13: 978-1292200620.
9. KESSLER, E. H. 2013. Encyclopedia of Management Theory. SAGE Publications, 2013, 1056 s. ISBN: 1506307795, 9781506307794.
10. ADETULE, P. J. 2011. The Handbook on Management Theories. AuthorHouse Publishing. 120 s. ISBN-13: 978-1438948010.

Syllabus:

Seminars:

1. Management as a science, theory and practice.
2. Scientific knowledge in current management theory and practice.
3. Classical theories of management. Fundamentals of scientific and administrative management. Bureaucratic model. Baťa's management system.
4. Neoclassical theories of management. Psychological and social theories.
5. Modern theories of management. Pragmatic and empirical approach in management.
6. European and American management. Japanese management system. Ouchi's Theory Z.
7. Currents of opinion in the field of strategic management (Ansoff, Mintzberg, Porter).
8. Neoclassical and alternative theories of business. Managerial and behavioral approach in management.
9. Baumoll model. Williamson's model. Marris model. Employee enterprise model.
10. Simon's model. Doyle zone model.
11. Current trends in the theory and practice of management. Informatization of society.
12. New trends in the development and use of human resources, changes in the approach to people management.
13. Increasing economy, efficiency and performance with emphasis on the added value of the company. Presentation of semester assignments.

Language whose command is required to complete the course:

Slovak

Notes:

N/A

Assessment of courses

Total number of evaluated students: 1

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

Lecturer: Ing. Jaroslav Dugas, PhD., prof. Ing. Bohuslava Mihalčová, PhD. & PhD., EUR ING., Ing. Petra Szaryszová, PhD.

Date of the latest change: 14.03.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Business Economics with seat in Košice	
Course code: KOP PHF/PPO22102/22	Title of course: Theory of Trade and Services
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: I.	
Prerequisites:	
Requirements to complete the course: assignments, continuous tests combined exam assignments - 25 % continuous evaluation - 15 % combined exam - 60 %	
Student workload: participation in lectures = 26 hours participation in seminars = 26 hours self-study and assignments = 56 hrs. preparation for continuous evaluation = 16 hours preparation for the exam = 32 hours Total = 156 hours	
Teaching results: The aim of the course is to identify a set of knowledge about the roles of trade and services and their structure in the economic performance of the country. Use comparisons to show differences in the philosophy of approaches to trade and services. Knowledge: Understand the issues of trade and services, their importance, development and implementation in specific conditions. Orient oneself in relevant theories and identify differences in approaches. Know the trends in trade and services. Competence: Ability to specify the starting points and assumptions of individual theories, identify and apply abstractions related to individual theories at the business level, formulate conclusions based on benchmarking. Skill: The student acquires the competencies necessary for the use of theories of business and services in the activities of business entities and is able to work creatively with information - search for it, select, analyze and synthesize, classify business activities and services. It can alternatively assess possible applications of trends in trade and services.	
Indicative content: Lectures: History of trade and services. Theory of trade - content of the concept, functions of trade, division of trade, forms of trade.	

Theory of concentration in business.
Institutional security of trade.
The place of trade and services in the national economy - macroeconomic functions of trade and services, trade structures of trade and services.
Theories of business - a basic overview of selected theories.
Theory of cooperation in trade, theory of concentration, Theory of spatial distribution of trade.
Indicators of the position of services in the economy. Service market segmentation.
Placement and differentiation of services, competitive differentiation within the placement of services.
Market services, determinants of market structure, non-market services, other non-market services.
Development tendencies in trade - prediction of trade development.
Development trends in services.
Critique of business theories.
Seminars:
Organization of work during the semester, conditions of continuous assessment.
Essays - history of trade and services.
Basic concepts in business - discussion, teamwork.
Wholesale, retail, store - discussion, teamwork
Control testing 1.
Pedagogical game - retail chains.
Customer-oriented service company - discussion, teamwork.
Indicators of the position of trade and services in the economy.
Quality of services - discussion, teamwork.
Control testing 2.
Development trends in business - examples, teamwork.
Development trends in services - examples.
Evaluation of the semester - discussion. Checking compliance with the conditions.

Support literature:

Elementary literature

KRIST, W. (2021). Chapter 3 Trade Agreements and Economic Theory. In: Trade Policy in Crisis. Washington: Wilson center, 2021. Dostupné na <<https://www.wilsoncenter.org/trade-policy-crisis>>.

VIESTOVÁ, K. a kol. (2008). Teória obchodu. Bratislava: Ekonóm, 2008. ISBN 978-80-225-2505.

MICHALOVÁ, V. a kol. (2013). Služby v modernej ekonomike. Bratislava: Ekonóm 2013. ISBN 978-80-225-3767-4.

WIRTZ, J. – LOVELOCK, CH. (2016). Services marketing: People, technology, Strategy. New Jersey: World Scientific, 2016. ISBN 9781944659011.

Supplementary literature:

VIESTOVÁ, K., ŠTOFILOVÁ, J., DROZEN, F. 2003. Teória a prax vnútroobchodnej politiky. Bratislava: Ekonóm, 2003. ISBN 80-225-1639-2.

MICHALOVÁ, V.: Manažment a marketing služieb. Bratislava: Daniel Netri, 2006, ISBN 80-969567-1-X.

Syllabus:

Lectures:

History of trade and services.

Theory of trade - content of the concept, functions of trade, division of trade, forms of trade.

Theory of concentration in business.

Institutional security of trade.

The place of trade and services in the national economy - macroeconomic functions of trade and services, trade structures of trade and services.
 Theories of business - a basic overview of selected theories.
 Theory of cooperation in trade, theory of concentration, Theory of spatial distribution of trade.
 Indicators of the position of services in the economy. Service market segmentation.
 Placement and differentiation of services, competitive differentiation within the placement of services.
 Market services, determinants of market structure, non-market services, other non-market services.
 Development tendencies in trade - prediction of trade development.
 Development trends in services.
 Critique of business theories.
 Seminars:
 Organization of work during the semester, conditions of continuous assessment.
 Essays - history of trade and services.
 Basic concepts in business - discussion, teamwork.
 Wholesale, retail, store - discussion, teamwork
 Control testing 1.
 Pedagogical game - retail chains.
 Customer-oriented service company - discussion, teamwork.
 Indicators of the position of trade and services in the economy.
 Quality of services - discussion, teamwork.
 Control testing 2.
 Development trends in business - examples, teamwork.
 Development trends in services - examples.
 Evaluation of the semester - discussion. Checking compliance with the conditions.

Language whose command is required to complete the course:

Slovak

Notes:

Assessment of courses

Total number of evaluated students: 52

A	B	C	D	E	FX
11.54	25.0	32.69	17.31	13.46	0.0

Lecturer: doc. Ing. Erik Weiss, PhD., Ing. Jozef Gajdoš, PhD.

Date of the latest change: 25.02.2022

Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Erik Weiss, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Vanda Lieskovská, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Barbora Gontkovičová, PhD., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Ing. Robert Verner, PhD., MBA, Person responsible for the delivery, development and quality of the study programme doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.