

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21376e/21	Title of course: Business Market Forecasting
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: By completing the course, students will expand their knowledge of the scientific aspects of forecasting and its application in business, which have its origins in scientific management. They will get acquainted with the necessity of using forecasting in modern management and especially in the field of business. They will consolidate knowledge of the interaction between forecasting and the practice of compiling sales plans. They will apply various qualitative and quantitative methods used in this area and knowledge of their possibilities of application in the management of commercial activities. They will expand their overview of the procedures for interpreting the outputs of forecasts and their use in marketing and sales management. Graduates of the course will be able to create logically accurate and practically applicable materials for the creation of medium and short-term business plans and related marketing activities. They will learn to use forecasting methods, which are currently an important element of the spectrum of management tools. They understand the scientific platform of using progressive management methods in the decision-making process, based on which they can define appropriate approaches of the company to target markets and important customers. They will learn to work with information and data about markets and customers and to transform available data into a form suitable to support managerial decision-making. Upon successful completion of the course, students will acquire competencies that will enable them to apply for business and business-managerial positions in all types of companies operating in business markets, in managerial positions in consulting companies, in specialized marketing positions and the field of research and higher education. They can effectively approach the application of qualitative and quantitative methods in predicting the development of economic	

phenomena in the market and formulate conclusions from the prediction as a basis for decision-making processes in business, but also to process deeper analytical outputs for academic and research purposes.

Indicative content:

Introduction to forecasting in business. Role and position of the forecasting in the undertaking, in marketing and the sales. Prediction as an economic necessity. Type of forecasts; market forecasting and products forecasting, long-term and short-term forecasting. Macroeconomics forecasting considerations; key economic factors impact. Choosing a forecasting method; nature of forecasting problem, nature of data under investigation, capabilities and limitations of forecasting techniques. Forecasting steps; problem formulation and data collection, data cleaning, model building and evaluation, model implementation - actual forecast, forecast evaluation. Managing the forecasting process. Types of forecasting methods – quantitative, qualitative; forecasting techniques for different types of data, judgmental forecasting. Forecasting methods based on averaging and exponential smoothing methods. Forecasting examples. Interpretation of results. Selected methods use in case studies.

Support literature:

1. HANKE, J. E., WICHERN, D. W. 2009. Business Forecasting, 9th Edition. Upper Saddle River: Pearson Education. ISBN: 978-0-13-500933-8.
2. ORESKÝ, M. Contemporary procurement system - way how to control company expenditures. In Efficiency in Business. Siedlce : Publishing House of Siedlce University of Natural Sciences and Humanities, 2012. ISSN 2083-4179, s. 305-322 [1,08AH]. S.G.A. 1/0418/11.
3. KMIOTEK, K., ORESKÝ, M. 2008. Customer equity - new marketing management strategy focus. In Uncertainty - risk or opportunity : corporate business perspective, selected problems. Siedlce : Wydawnictwo Akademii Podlaskiej. ISBN 978-83-7051-519-5, s. 235-243. VEGA 1/4600/07.
4. ORESKÝ, M. 2018. How New Technologies in Manufacturing Affect Rivalry, Industry Structure and Marketing Strategy. Registrovaný: Web of Science. In Central and Eastern Europe in the Changing Business Environment : Proceedings of 18th International Joint Conference : May 25, 2018, Bratislava, Slovakia and Prague, Czech Republic. Praha : Oeconomica Publishing House, University of Economics, Prague, 2018. ISBN 978-80-245-2265-4.
5. ORESKÝ, M. 2015. Demand and supply integration management concept for assembling company. In Managing in recovering markets, GCMRM 2015 : proceedings of the 6th global conference : Maribor Slovenia. Maribor : University of Maribor, Faculty of Economics and Business, 2015. ISBN 978-961-6802-36-9.
6. ORESKÝ, M. 2016. SCM innovations - demand and supply integration management concept for manufacturing company. In Billateral academic forum Slovakia - France in the perspective of international policy of Slovak Republic : [proceedings] : international scientific conference : Fakulta managementu Univerzity Komenského, Bratislava, november 25th, 2016. Praha : Wolters Kluwer. ISBN 978-80-7552-541-3.
7. HASNAWATI, ORESKÝ, M. 2018. Are ERP and Organization Capability Can Be Enablers of Green Supply Chain Management? A Viewpoint From Employee's Perception. In Indonesian Management and Accounting Research. Jakarta Barat : Lembaga Penerbit Fakultas Ekonomi dan Bisnis, Universitas Trisakti. ISSN 2442-9724, 2018, online.
8. ORESKÝ, M. 2013. Dosah činností nákupu podniku na finančné a ekonomické ukazovatele podniku. In Vedecké state Obchodnej fakulty 2013 : [zborník]. Bratislava : Vydavateľstvo EKONÓM, 2013. ISBN 978-80-225-3662-2, s. 486-494.
9. ORESKÝ, M. 2010. Prognózovanie, predvídanie, forecasting, foresight. In Aktuálne výzvy teórie a praxe pre obchod, marketing, služby, cestovný ruch a medzinárodné podnikanie :

zborník vedeckých statí vydaný pri príležitosti 70. výročia založenia Ekonomickej univerzity v Bratislave. Bratislava : Vydavateľstvo EKONÓM, 2010. ISBN 978-80-225-3032-3, s. 485-490.

10. ORESKÝ, M. 2014. Customer value creating and customer profitability modeling. Registrovaný: Web of Science. In Application of knowledge in process of business dynamization in Central Europe : the proceedings of the 5th international scientific conference on trade, international business and tourism. Bratislava : EKONÓM publishing, 2014. ISBN 978-80-225-3994-4.

11. ORESKÝ, M. 2006. Riadenie vzťahov so zákazníkmi : odporúčania, praktické postupy, príklady, prehľadné schémy a tabuľky [elektronický zdroj]. Bratislava : Verlag Dashöfer.

Syllabus:

1. Introduction to forecasting in business. Role and position of the forecasting in the undertaking, in marketing and the sales.
2. Type of forecasts. Macroeconomics forecasting considerations.
3. Choosing a forecasting method.
4. Forecasting steps. Managing the forecasting process.
5. Types of forecasting methods – quantitative, qualitative.
6. Forecasting methods based on averaging and exponential smoothing methods – case studies.
7. Forecasting examples. Interpretation of results.
8. Selected methods use in case studies.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 0

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Róbert Reháč, PhD., prof. Ing. Eva Hanuláková, PhD., doc. Ing. Milan Oreský, PhD.

Date of the latest change: 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: VD OF/OO21009/21	Title of course: Creative Activity in Science I
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: 20	
Recommended semester/trimester of study: 3., 4..	
Degree of study: III.	
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: 34	
ABS	NEABS
100.0	0.0
Lecturer:	
Date of the latest change: 17.03.2022	
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.	

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: VD OF/OO21010/21	Title of course: Creative Activity in Science II
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: 40	
Recommended semester/trimester of study:	
Degree of study: III.	
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: 6	
ABS	NEABS
100.0	0.0
Lecturer:	
Date of the latest change: 17.03.2022	
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.	

DESCRIPTION OF COURSE

University: University of Economics in Bratislava													
Faculty: Faculty of Commerce													
Course code: VD OF/OO21012/21				Title of course: Dissertation Thesis and its Defence									
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: 40													
Recommended semester/trimester of study:													
Degree of study: III.													
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: 3													
1	2	3	4	A	B	C	D	E	FX	NO	NOd	O	Od
0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lecturer:													
Date of the latest change: 17.03.2022													
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.													

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21374e/21	Title of course: Empirical Marketing Research
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 20% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at seminars: 16 hours Preparation for seminars: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: Knowledge: The graduate of the course expands his knowledge of the latest trends in marketing research from the perspective of academic work and published empirical research. Through the study of scientific articles, he deepens his overview of currently used scientific methods and the essence of marketing research at present. Competences: The graduate is able to read scientific studies and critically evaluate their results. He is able to formulate a research problem into his dissertation, set the main goal and propose methods to meet it. Skills: The graduate is able to decide on the choice of method of data collection and their detailed analysis. It will control the methods of data processing and editing. They will be able to independently develop their knowledge in the field of statistical methods and the use of modern software, will understand empirical studies in the field of marketing and will be able to apply them in new areas of their focus.	
Indicative content: Marketing research. Quantitative methods. Machine learning and statistical classification.	
Support literature: Literatúra: 1. Anderson, D. R. et al. (2018). An introduction to management science: quantitative approach. Boston: Cengage learning.	

Lecturer: doc. Ing. Eduard Baumöhl, PhD.

Date of the latest change: 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21373e/21	Title of course: Geomarketing
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: The aim of the course is to acquaint students with a new field - geomarketing, which focuses on the planning and implementation of marketing activities aimed at specific customer requirements. The graduates will get acquainted with the characteristics of marketing in the area, customer behavior in the area and the use of geographic information system in the area. Knowledge: to understand the issues of geomarketing, its importance, basic and principle, to understand its issues of application in marketing management. Competences: ability to work with information - search, select, independently analyze and synthesize with the orientation of the ability to independently apply the principles and functions of geographic information systems. Skills: ability to verify and evaluate the use of theoretical approaches to the localization of business operations in the activities of business entities; ability to apply, critically evaluate the situation in the management of the assortment of the store, to propose solutions to problems of tactical and strategic level.	
Indicative content: Theoretical approaches to space. Retail business models. Consumption and its trends. Spatial consumer behavior. GIS-analysis of geographical data. Marketing management and geographical information. Store location. Practical aspects of geomarketing.	
Support literature:	

1. KITA, Pavol - SZCZYRBA, Zdeněk - FIEDOR, David - LETAL, Ales. Recognition of Business Risks When Purchasing Goods on the Internet Using GIS: Experience from Slovakia. In *Electronic Commerce Research*. 2018, vol. 18, no. 3, pp. 647-663 online.
2. KITA, Pavol - KOLLÁR, Patrícia - STRELINGER, Ján - KERESTY, Ján - KITA, Jaroslav. Inovácia v distribúcií potravín - aspekt geografického informačného systému. In *Modelové aspekty marketingovej komunikácie v kontexte na zdravie orientované nákupné správanie : vedecké state.* - Bratislava : Vydavateľstvo EKONÓM, 2019. ISBN 978-80-225-4644-7, s. 77-95.
3. KITA, Pavol - KITA, Peter - KUPKOVIČOVÁ, Patrícia - JÁNSKÁ, Michaela. The Influence of economic geography on supermarket concentration. *AD ALTA : journal of interdisciplinary research*. 2017. 2017, vol. 7, no. 1, s. 68-72 online.
4. Jennifer Ann Brown, Alexa R. Ferdinands, Rachel Prowse, Darcy Reynard, Kim D. Raine, Candace I.J. Nykiforuk. Seeing the food swamp for the weeds: Moving beyond food retail mix in evaluating young people's food environments. *SSM - Population Health*. Volume 14, 2021, 100803. <https://doi.org/10.1016/j.ssmph.2021.100803>
5. Jorge Chacón-García, Geomarketing techniques to locate retail companies in regulated markets. *Australasian Marketing Journal (AMJ)*, Volume 25, Issue 3, 2017, pp. 185-193. <https://doi.org/10.1016/j.ausmj.2017.06.001>
6. Campo, K., Gijbrecchts E., Goossens T., Verhetsel A.. The impact of location factors on the attractiveness and optimal space shares of product categories. *International Journal of Research in Marketing*. Volume 17, Issue 4, 2000, pp. 255-279. [https://doi.org/10.1016/S0167-8116\(00\)00026-4](https://doi.org/10.1016/S0167-8116(00)00026-4)
7. Cong Tran, Dung D. Vu, Won-Yong Shin. An improved approach for estimating social POI boundaries with textual attributes on social media. *Knowledge-Based Systems*. Volume 213, 2021, 106710. <https://doi.org/10.1016/j.knosys.2020.106710>
8. Vladislav Abdulmyanov, Alexander Sivtsov, Nikita Fomichyov. Architecting a Geo-Enabled CRM: the Way to Seamless Integration. *Procedia Computer Science*. Volume 112, 2017, pp. 1651-1657. <https://doi.org/10.1016/j.procs.2017.08.257>
9. Dominique Arrouays, Anne C. Richer-de-Forges, Florence Héliès, Vera Leatitia Mulder, Nicolas P.A. Saby, Songchao Chen, Manuel P. Martin, Mercedes Román Dobarco, Stéphane Follain, Claudy Jolivet, Bertrand Laroche, Thomas Loiseau, Isabelle Cousin, Marine Lacoste, Lionel Ranjard, Benoît Toutain, Christine Le Bas, Thomas Eglin, Marion Bardy, Véronique Antoni, Jeroen Meersmans, Céline Ratié, Antonio Bispo. Impacts of national scale digital soil mapping programs in France. *Geoderma Regional*, Volume 23, 2020, e00337. <https://doi.org/10.1016/j.geodrs.2020.e00337>
10. Kazumasa Hanaoka, Graham P. Clarke. Spatial microsimulation modelling for retail market analysis at the small-area level. *Computers, Environment and Urban Systems*. Volume 31, Issue 2, 2007. pp. 162-187. <https://doi.org/10.1016/j.compenvurbsys.2006.06.003>

Syllabus:

1. Theoretical approaches to space. Benefits of geography for marketing. An overview of theoretical views on the issue of space and the location of stores. Sociology and space. Spatial aspects of individual-territory relations.
2. Retail business models. Retail business models: definition, elements. Factors influencing changes in business models. Types of business models. New tasks for retailers.
3. Consumption and its trends. Consumption theory. Geography of consumption. Consumer and geography
4. Spatial consumer behavior. Observation of spatial behavior. Gravity models, control the flow of consumer stores.
5. GIS-analysis of geographical data. Stages of geomarketing application in the firm. Geographic data analysis. Geomarketing tools. Geocoding of address points

<p>6. Marketing management and geographical information. Price, marketing communication, product, direct marketing, geo-merchandising.</p> <p>7. Store location. Store location indicators. Type of location of the retail unit. Market coverage. Analysis of the store market in a selected location.</p> <p>8. Practical aspects of geomarketing. Case study of new store location.</p>													
<p>Language whose command is required to complete the course: Slovak, English</p>													
<p>Notes:</p>													
<p>Assessment of courses Total number of evaluated students: 0</p>													
1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<p>Lecturer: doc. Ing. Róbert Rehák, PhD., prof. Ing. Ferdinand Daňo, PhD., doc. Ing. Milan Oreský, PhD.</p>													
<p>Date of the latest change: 17.03.2022</p>													
<p>Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.</p>													

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21371e/21	Title of course: Innovation Processes in Business and Marketing
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 2.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: By completing the course, students will expand their knowledge and gain new knowledge in the field of creating innovative product processes, supply and distribution systems, business and marketing innovations. They will acquire the latest progressive methods of measuring the innovative performance of the company (BSC, Audit, Competitiveness of the company, Evaluation of innovation potential, SMEs, Supply-customer chain methodology, Methodology of innovation characteristics according to OECD, etc.), possibilities and effects of their practical use and creation more exact models. Such models are based on interconnection resp. integration of corporate development strategies - innovation process - integrated knowledge management according to ISO standards, in order to obtain synergistic effects from the management of the innovation process and increase innovation performance (corporate and society-wide) Graduates of the course will be able to independently design, formulate and implement appropriate elements of the innovation climate according to organizational structures and the use of synergies in teamwork, the company increases its innovation performance, improves market position, time costs for constantly finding new employees. They can critically analyze, evaluate and synthesize existing and new knowledge about the development of markets and their entities, the ability to draw conclusions and strategic decisions based on scientific analysis. By completing the course, students will acquire competencies, expand and acquire more accurate knowledge of the theory and methodology of innovation processes in the company and learn the necessary skills and competencies for the management of innovation creation and implementation in general and for specific areas of the industry. The course defines the objects and form of innovation in the company, analyzes the starting points and the course of innovation processes. Completion of	

the course will enable knowledge of individual theories, methodologies, approaches, methods and models of forecasting, planning, implementation and management, ie comprehensive management of innovations in the intentions of international and European strategic documents and programs, especially EUROPE 2020 and HORIZON 2020.

Indicative content:

Innovation development process. Process quality. The impact of marketing on innovation strategy. Innovative marketing at the level of the marketing mix. Impact of product life cycle on marketing and innovation. Innovative company performance and its measurement. Methodology for processing innovation characteristics according to the OECD. Access to innovations in information and communication technologies. Innovation process in relation to innovation marketing and retro-innovation marketing.

Support literature:

1. DANESHJO, N. (2021). Riadenie inovačných procesov v organizácii. Košice: Vydavateľstvo PETIT s. r. o.
2. DANESHJO, N., MALEGA, P. (2022). Product and Process Innovation in Enterprises. Germany: RAM-Verlag.
3. GOMBÁR, M., KMEC, J., DOBROVIČ, J., SEMAN, R. (2018). Manažérske praktiky navrhovania produkčných procesov a výrobkov. Prešovská univerzita v Prešove, Fakulta manažmentu.

Syllabus:

1. Theory and methodology of innovation processes, types, types and classification of innovations in the company. Marketing preparation of innovations in the company.
2. Material innovations, energy, product, technological, complex, system, environmental innovations.
3. Organizational innovations and innovative projects. Innovation process in relation to innovation marketing.
4. Science, research, innovation. Comprehensive innovation strategy. Risk management in innovation.
5. Management of the innovation process in the company. Innovation management in the company. Measurement and evaluation of knowledge level and innovation activity according to the EU methodology.
6. Operational Program Research and Innovation (OP R&D). Breakdown of innovations from a procedural point of view.
7. The need for ISO quality certification for innovation. Business operation model and innovation management.
8. Realization of results of scientific-technological development. Institutional forms of support for the implementation of innovations in the Slovak Republic and the EU.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 2

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. Ing. Naqibullah Daneshjo, PhD.

Date of the latest change: 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21375e/21	Title of course: Innovation and Project Management
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: By completing the course, students will expand their knowledge in the field of creation and management of innovative projects. They will learn the principles of project management of innovations with a focus on project decomposition, capacity and time planning. They understand the effective procedure for organizational project management and orientation to matrix management and network structures. Graduates of the course will acquire the ability to independently design, formulate, manage and implement innovative projects in connection with trends in research and practice, in which the concept of project management is reflected in the extensive application of the management method. Innovative projects and programs for their implementation represent a substantial part of the emerging economic mechanism for the management of scientific and technical development of the country. The different possibilities of goals and problems of scientific and technical development predetermine a wide range of types of innovative projects. By completing the course, students will deepen their knowledge of the theory and methodology of managing innovative projects in the company and gain the necessary skills and competencies for the management of project creation, management and implementation. An innovative project is a system of interconnected goals and programs that are a complex of research, development, production, organizational, financial, business and other events that are appropriately organized (associated with resources, deadlines and suppliers). Based on a critical approach, they will deepen their ability to implement project documentation and ensure the effective solution of a specific scientific and technical task (problem) in quantitative indicators leading to innovation.	
Indicative content:	

The essence of an innovative project. The concept and essence of project management. Innovation project management, Innovation project planning and important planning factors. Trends in project management. Creation of innovative projects to solve the most important scientific and technical problems. Types of innovative projects. Methodology for creating a portfolio of innovative projects in the company.

Support literature:

1. DANESHJO, N. (2021). Riadenie inovačných procesov v organizácii. Košice: Vydavateľstvo PETIT s. r. o.
2. DANESHJO, N., MALEGA, P. (2022). Product and Process Innovation in Enterprises. Germany: RAM-Verlag.
3. GOMBÁR, M., KMEC, J., DOBROVIČ, J., SEMAN, R. (2018). Manažérske praktiky navrhovania produkčných procesov a výrobkov. Prešovská univerzita v Prešove, Fakulta manažmentu.

Syllabus:

1. Trends in project management. The concept and essence of innovative project management.
2. Creating "best practices" in the implementation of innovative projects.
3. Management of innovative projects.
4. Planning of innovative projects and important planning factors.
5. Creation of innovative projects to solve the most important scientific and technical problems.
6. Types of innovative projects.
7. Methodology for creating a portfolio of innovative projects in the company
8. Typical capacity calculations in the design of production innovations

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 2

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. Ing. Naqibullah Daneshjo, PhD.

Date of the latest change: 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21372e/21	Title of course: Management and Marketing Consulting
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: By completing the course, students gain knowledge about the scientific aspects of management and marketing consulting, which have their origins in scientific management. They will get acquainted with different approaches to management and marketing consulting. They will deepen their knowledge of the interaction between counseling practice and theory. They will get to know various analytical and complex international consulting approaches, the critical evaluation of which will contribute to solving clients' problems. They will get acquainted in detail with the process and methods of counseling diagnostics. They will gain an overview of the research and educational activities of consulting companies and consultants and their professional integrity. Graduates of the course will be able to create logically accurate and practically applicable solutions to managerial, marketing and business problems. They will deepen their ability to use methods of counseling diagnostics, which is a key element of the spectrum of counseling methods and approaches. They understand the scientific platform of management and marketing consulting, based on which they can define the client's problems and identify its causes, identify other significant features and determine the company's potential to address the situation. They will learn to work with complex counseling problems and transform practical experience into an area of appropriate theory. Upon successful completion of the course, students will acquire competencies that will enable them to apply in consulting positions in all types of consulting companies, in managerial positions in consulting companies as well as other business entities that will use consulting services and in specialized marketing workplaces. They are able to approach counseling effectively on the basis of objectivity and independence, professional ethics and integrity.	

Indicative content:

Management and marketing consulting as part of economic consulting. Scientific approaches to consulting - scientific management as a platform for management consulting. Requirements for approaches in counseling. Scientific approaches in marketing consulting. Consulting diagnostics as a method of management and marketing consulting. Selected aspects of the scientific approach in education. counselors in order to acquire new knowledge and deepen the existing base of counseling experience and skills.

Support literature:

1. Baaj, M. G. 2016. An Introduction to Management Consultancy. London, Sage Publications Ltd. ISBN10 1446256138. ISBN13 9781446256138
2. Kavanaugh, J. 2018. Consulting Essential : The Art and Science of People, Facts, and Frameworks. USA: Publishing In A Box. ISBN10 154451025X. ISBN13 9781544510255.
3. Kubr, M. 2002. Management Consulting: A guide to the profession. Four edition. Geneva, International Labour Office.
4. Mahoney, J., Markham, C. 2013. Management Consultancy. Oxford, Oxford University Press. ISBN10 0199645477. ISBN13 9780199645473
5. Michalko, M. 2004. Manažérska diagnostika a terapeutika podniku. Ostrava: Ostravská univerzita.
6. Neumannová, A. et al. 2012. Podniková diagnostika. Bratislava: Iura Edition.
7. Taylor, W. F. 1982. The Principles of Scientific Management. NY: Hive Publishing Company.
8. Boussebaa, M. and Faulconbridge, R.J. (2019). Professional service firms as agents of economic globalization: A political perspective. *Journal of Professions and Organization*, 6, 72–90.
9. Bronnenmayer, M., Wirtz, B.W. and Göttel, V. (2014). Success factors of management consulting. *Review of Management Science*, 10 (1), 1-34. Brooks, A. K. and Edwards, K. (2014).
10. Dawes PL, Dowling GR, Patterson PG (1992) Criteria Used to Select Management Consultants. *Ind Mark Manage* 21:187–193
11. Curuksu, J.D. (2018). Analysis of the Management Consulting Industry. *DataDriven. Management for Professionals*. Cham: Springer, pp. 1-16. https://link.springer.com/chapter/10.1007/978-3-319-70229-2_1 (Downloaded: 2 July, 2019)
12. Gross, A., Poór J., and Solymossy, E. (2009). The changing outlines of western management consulting. (In Hungarian) *Marketing and Management*, 44 (4), 20-32.
13. Litrico JB, Lee MD (2008) Balancing exploration and exploitation in alternative work arrangements: a multiple case study in the professional and management services industry. *J Organ Behav* 29(8):995–1020.
14. Miles, I. (2005). Knowledge-intensive business services: prospects and policies; *Foresight*, 7 (6) , 39–63.
15. Poór, J. and Milovecz, Á. (2011). Management Consulting in Human Resource Management: Central and Eastern European Perspectives in Light of Empirical Experiences. *Journal of Service Science and Management*. 8 (1), pp. 300-314.
16. Daňo, F., Hanuláková, E. Internationalization of consultancy services. - Registrovaný: Web of Science. In *Central and Eastern Europe in the changing business environment. International joint conference. Central and Eastern Europe in the changing business environment : proceedings of 16th international joint conference : may 27, 2016, Prague, Czech Republic and Bratislava, Slovakia. - Prague : Oeconomica Publishing House, University of Economics, Prague, 2016. ISBN 978-80-245-2145-9. ISSN 2453-6113, p. 76-87.*
17. Hanuláková, E., Daňo, F., Drábik, P. Approaches to Education in the Field of Management, Marketing and Environmental Consulting. - Registrovaný: Web of Science. In *AD ALTA : journal*

of interdisciplinary research. - Hradec Králové : MAGNANIMITAS, 2019. ISSN 2464-6733, 2019, vol. 9, no. 1, pp. 84-91 online.

Syllabus:

1. Management and marketing consulting as part of economic consulting. The concepts. The essence. Meaning. Trends.
2. Scientific management as a platform of management consulting. F.W. Taylor, H. Gantt, F. Gilbret.
3. Consulting practice and development of theoretical knowledge of management and marketing.
4. Requirements for approaches in marketing consulting. Methods and tools developed by Boston Consulting Group, McKinsey and Booz Allen Hamilton in collaboration with Harvard Business School.
5. Comprehensive solutions for consulting companies Boston Consulting Group, McKinsey.
6. Consulting diagnostics.
7. Research as part of the activities and advisory approach. Research models of consulting companies.
8. Education of consultants in management and marketing. The role of professional organizations in research and training of consultants.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 2

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. Ing. Eva Hanuláková, PhD., prof. Ing. Ferdinand Daňo, PhD.

Date of the latest change: 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21368e/21	Title of course: Marketing Management II
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 1.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: By completing the course, students gain a broader knowledge of microeconomic, behavioral, neo-institutional approaches and their consensuality for solving marketing problems. They deepen their knowledge of the interrelationships between business, marketing and the wider economic and business environment. By developing critical thinking, they will expand their knowledge of strategic concepts of planning and the importance of the basic attributes of the value chain and their manifestations in the theory of the business system. They will gain an overview of scientific approaches to decision-making models and knowledge support in marketing management. Graduates of the course will acquire the ability to independently design, formulate and implement a research project comprehensively solving problems of marketing and business management in a specific professional and broader multidisciplinary context. They will be able to carry out original research that pushes the boundaries of existing knowledge, generates new scientific knowledge or new process solutions; to design tools and methods for effective response to the current conditions of the domestic, single European market and world market. They can critically analyze, evaluate and synthesize existing and new knowledge about the development of markets and their entities, the ability to draw conclusions and strategic decisions based on scientific analysis. By completing the course, students will acquire competencies that will enable them to apply for managerial positions in all types of companies, in specialized marketing workplaces and in research and higher education. They can confront marketing science with a wide range of managerial and business problems and effectively participate in integrated approaches to the overall conceptual framework of the company.	
Indicative content:	

Approaches to marketing science. Strategic planning concepts. PIMS program. Competitive scope within the industry. Value chain and business system theory. Company flexibility. Decision making models and knowledge support in marketing management. Integrated marketing decision support systems.

Support literature:

1. Dedouchová, M. 2001. Strategie podniku. Praha: H.C. Beck
2. Grasseová, M. 2013. Efektivní rozhodování. Brno: Edika.
3. Porter, M. E. 1994. Konkurenční strategie. Praha: Victoria Publishing.
4. Freeman, A. 2020. Marketing Management: A Strategic Approach. Willford Pr. ISBN13 (EAN): 9781682857687
5. Hooley, G., Piercy, N., Nicouland, B., Rudd, J. 2018. Marketing Strategy and Competitive Positioning. Harlow: Pearson Education Ltd.
6. Adamisin, P., & Kotulic, R., & Mura, L., & Kravcakova Vozarova, I., & Vavrek, R. (2018). Managerial approaches of environmental projects: an empirical study. Polish Journal of Management Studies, 17 (1), 27-38. <http://dx.doi.org/10.17512/pjms.2018.17.1.03>
7. Bakker, C., Hollander, M. (2013). Six design strategies for longer lasting products in circular economy. Retrieved on April 16, 2021, from <https://www.theguardian.com/sustainable-business/six-design-strategies-longer-lasting-products>
8. Bergen, M. and Peteraf, M.A. (2002), 'Competitor Identification and Competitor Analysis: A Broad-Based Managerial Approach', Managerial and Decision Economics, 23 (4-5), 157-69.
- Brozovic, D. (2018). Strategic flexibility: A review of the literature. International Journal of Management Reviews, 20, pp. 3-31.
- Brozovic, D. (2018). Strategic flexibility: A review of the literature. International Journal of Management Reviews, 20, pp. 3-31.
- Brozovic, D. (2018). Strategic flexibility: A review of the literature. International Journal of Management Reviews, 20, pp. 3-31
- Temporary Competitive Advantage 107
- Chen, M.J. and Miller, D. (2012). Competitive dynamics: Themes, trends, and a prospective research platform. Academy of Management Annals, 6, pp. 135-21
9. Hepner, J., Chandon, J.-L. and Bakardzhieva, D. (2021), "Competitive advantage from marketing the SDGs: a luxury perspective", Marketing Intelligence & Planning, Vol. 39 No. 2, pp. 284-299. <https://doi.org/10.1108/MIP-07-2018-0298>
10. Hooley, G.J., Möller, K. and Broderick, A.J. (1998), 'Competitive Positioning and the Resource Based View of the Firm', Journal of Strategic Marketing, 6 (2), 97-115.
11. Martínez-López, F.J., Merigó, J.M., Gázquez-Abad, J.C., Ruiz-Real, J.L. 2019. Industrial marketing management: Bibliometric overview since its foundation. Industrial Marketing Management, Volume 84, 2020, pages 19-38. ISSN 0019-8501 <https://doi.org/10.1016/j.indmarman.2019.07.014>.
12. Verhage, B.J. and Waarts, E. (1988), "Marketing planning for improved performance: a comparative analysis", International Marketing Review, Vol. 5 No. 2, pp. 20-30. <https://doi.org/10.1108/eb008349>
13. Vignali, C. and Zundel, M. (2003), "The marketing management process and heuristic devices: an action research investigation", Marketing Intelligence & Planning, Vol. 21 No. 4, pp. 205-219. <https://doi.org/10.1108/02634500310480095>

14. Webster, F. E. 2005. A Perspective on the Evolution of Marketing Management. Journal of Public Policy and Marketing. Volume: 24 issue: 1, page(s): 121-126. Issue published: April 1, 2005, <https://doi.org/10.1509/jppm.24.1.121.63888>
15. Daňo, F., Lesáková, D. 2018. The Role of Environmental Stimuli in Shopping Evaluation and Responses. - Registrovaný: Web of Science. In Ekonomický časopis : časopis pre ekonomickú teóriu, hospodársku politiku, spoločensko-ekonomické prognózovanie = journal for economic theory, economic policy, social and economic forecasting. - Bratislava : Ekonomický ústav SAV : Prognostický ústav SAV, 2018. ISSN 0013-3035, 2018, roč. 66, č. 5, s. 465-478.
16. Hanuláková, E. Daňo, F. 2018. Circular Economy As a New Managerial Approach. - Registrovaný: Web of Science. In AD ALTA : journal of interdisciplinary research. - Hradec Králové : MAGNANIMITAS, 2018. ISSN 2464-6733, 2018, vol. 8, no. 1, pp. 95-98.
17. Daňo, F., Drábik, P., Hanuláková, E. (2020). Circular Business Models in Textiles and Apparel Sector in Slovakia. Central European Business Review, 9 (1), 1-19. 10.18267/j.cebr.226

Syllabus:

1. Marketing management and stages and approaches to marketing science. Evolutionary marketing management.
2. Strategic planning concepts. Identification of strategic areas of business and definition of relevant markets. Differential analysis. Life cycle planning. Discontinuity planning. Analysis of strategic groups. Critical evaluation of concepts.
3. PIMS program, principles, knowledge of strategic empirical significance. PIMS as a paradigm of competitive advantage.
4. Competitive scope within the industry.
5. Value chain and business system theory.
6. Flexibility of the company and its strategic and situational dependence.
7. Decision making models and knowledge support in marketing management.
8. Integrated marketing decision support systems.

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 2

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: prof. Ing. Ferdinand Daňo, PhD., prof. Ing. Eva Hanuláková, PhD.

Date of the latest change: 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21369e/21	Title of course: Principles and Methods of Scientific Work
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 1.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at seminars: 16 hours Preparation for seminars: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: Knowledge: The graduates of the course will strengthen their knowledge about journal and citation databases, the evaluation of the level of scientific outputs and quantitative methods used in marketing. They will extend their knowledge of general scientific methods and the knowledge about the nature of economic research. Competences: The graduates are able to read scientific studies and critically evaluate their results. They are able to formulate a research problem and write the results of their own research in the form of a research study. Skills: The graduates can decide on the choice of method of data collection and their detailed analysis. They will master the methods of data processing, they will be able to use software R. They will be able to independently develop their knowledge in statistical methods and in the use of modern software, will understand empirical studies in marketing and will be able to use them in new areas of focus.	
Indicative content: The essence of scientific work, formulation of research questions. Testing statistical hypotheses. Academic writing, citation and journal databases. Ethics of scientific work, plagiarism and predatory journals. Evaluation of scientific outputs.	
Support literature: 1. Anderson, D. R. et al. (2018). An introduction to management science: quantitative approach. Boston: Cengage learning.	

2. Baumöhl, E., Čvirik, M., Kukura M., Ševčíková, R. (2023). Manažerske rozhodovanie v marketingu. Bratislava: Vydavateľstvo Ekonóm.
3. Dobbersteinová, J., Hudecová, S., Stožická, Z. (2019). Sprievodca svetom vedeckého publikovania. Bratislava : CVTI, 2019.
4. Hair Jr, J., Page, M., & Brunsveld, N. (2020). Essentials of business research methods. New York: Routledge.
5. Lyócsa, Š., Baumöhl, E., Výrost, T. (2013). Kvantitatívne metódy v ekonómii I. Košice : ELFA, 2013.
6. Lyócsa, Š., Baumöhl, E., Výrost, T. (2013). Kvantitatívne metódy v ekonómii II. Košice : ELFA, 2013.
7. McDaniel Jr, C., Gates, R. (2018). Marketing research. Hoboken: John Wiley & Sons.
8. Výrost, T., Baumöhl, E., Lyócsa, Š. (2013). Kvantitatívne metódy v ekonómii III. Košice: ELFA.

Články:

1. Baumöhl, E. (2019). Are cryptocurrencies connected to forex? A quantile cross-spectral approach. Finance Research Letters, 29, 363-372.
2. Baumöhl, E., Iwasaki, I., Kočenda, E. (2019). Institutions and determinants of firm survival in European emerging markets. Journal of Corporate Finance, 58, 431-453.
3. Cortez, R. M., Clarke, A. H., Freytag, P. V. (2021). B2B market segmentation: A systematic review and research agenda. Journal of Business Research, 126, 415-428.
4. Hicks, D., Wouters, P., Waltman, L., De Rijcke, S., Rafols, I. (2015). Bibliometrics: the Leiden Manifesto for research metrics. Nature News, 520(7548), 429.
5. Jurajda, Š., Kozubek, S., Münich, D., Škoda, S. (2017). Scientific publication performance in post communist countries: still lagging far behind. Scientometrics, 112(1). 315-328.
6. Kienzler, M., Kowalkowski, C. (2017). Pricing strategy: A review of 22 years of marketing research. Journal of Business Research, 78, 101-110.
7. Lyócsa, Š., Baumöhl, E., Výrost, T., Molnár, P. (2020). Fear of the coronavirus and the stock markets. Finance Research Letters, 36, 101735.
8. Macháček, V., Srholec, M. (2019). Globalization of Science: Evidence from Authors in Academic Journals by Country of Origin. Institute for Democracy and Economic Analysis (IDEA), Study 6/2019. CERGE-EI, Prague.
9. Macháček, V., Srholec, M. (2021). Predatory publishing in Scopus: evidence on cross-country differences. Scientometrics, 126(3), 1897-1921.
10. Waltman, L. (2016). A review of the literature on citation impact indicators. Journal of Informetrics, 10(2), 365-391.

Syllabus:

1. Introduction to the area of scientific work, journal sources and databases, publishing industry, scientific communication.
2. Academic writing, structure of scientific articles, literature review. Publication and review process.
3. Formulation of a research problem and scientific hypotheses. Ethics of scientific work, plagiarism and predatory journals.
4. Evaluation of science and research. Basic scientometric indicators.
5. Critical thinking and errors in logical reasoning. Logical fallacies, Distractions, inductive delusions, delusions of emotion and other psychological motives.
6. Introduction to quantitative methods, possibilities of their use in economics, the essence of drawing general conclusions.
7. Sampling methods, point estimation, statistical hypothesis testing.
8. Preparation and consultations for individual seminar papers.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 2

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Eduard Baumöhl, PhD.**Date of the latest change:** 17.03.2022

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

DESCRIPTION OF COURSE

University: University of Economics in Bratislava											
Faculty: Faculty of Commerce											
Course code: VD OF/OO21011/21				Title of course: Project of Dissertation Thesis and Dissertation Examination							
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: 20											
Recommended semester/trimester of study: 3., 4..											
Degree of study: III.											
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: 17											
1	2	3	4	A	B	C	D	E	FX	np	p
0.0	0.0	0.0	0.0	41.18	29.41	11.76	17.65	0.0	0.0	0.0	0.0
Lecturer:											
Date of the latest change: 17.03.2022											
Approved by: Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.											

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Commerce	
Course code: KMr OF/OOA21370e/21	Title of course: Strategic Retail Management
Type, load and method of teaching activities: Form of course: Lecture Recommended load of course (number of lessons): Per week: Per course: 16s Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 2.	
Degree of study: III.	
Prerequisites:	
Requirements to complete the course: 40% semester work 60% written exam	
Student workload: Workload: 260 hours Attendance at lectures: 16 hours Self-study: 84 hours Elaboration of a semester project: 60 hours Preparation for the exam: 100 hours	
Teaching results: To provide students with a set of knowledge about strategic retail management, its character and principles, to understand the role of distribution channel management and the context of the development of retail structures in interaction with the development of society and the economy; comprehensively analyze retail functions and apply management activities to business practice. Knowledge: to understand the issues of strategic management in retail, its importance, nature and principles, the development of retail in the economy, to understand the trends in changes in retail structures that are becoming important in the market in the implementation of growth strategies and the like. Competences: ability to work with information - search for it, select it, independently analyze and synthesize with orientation the ability to independently apply the principles and functions of business within the company, predict scenarios for further development of retail. Skills: ability to verify and evaluate the use of theoretical approaches to supply chain management in the activities of business entities; the ability to apply the instrumentation of trade to a specific example of a business enterprise, critically evaluate the situation, propose solutions to retailer's problems at the tactical and strategic level.	
Indicative content: Introduction to strategic retail management. Transformation of retail in Slovakia. Retail Business models. Strategic marketing in retailing. Marketing mix in retailing. Geomarketing. New competitors in retailing. Merchandising a category management.	
Support literature:	

1. KRIŽAN, František - BILKOVÁ, Kristína - KITA, Pavol - SIVIČEK, Tomáš. Transformation of retailing in post-communist Slovakia in the context of globalization. *E + M. Ekonomie a management : vědecký ekonomický časopis.* – Liberec. 2016, roč. 19, č. 1, s. 148-164.
2. KITA, Jaroslav - KITA, Pavol - KITA, Peter - KOLLÁR, Patrícia - JÁNSKÁ, Michaela. Retail Environment in the Context of Defining Consumption Patterns on the Example of Slovakia. In *Studia Ekonomiczne : Zeszyty naukowe Uniwersytetu ekonomicznego w Katowicach.* 2019, nr. 384, s. 38-50 online.
3. KITA, Pavol. K niektorým aspektom koncentrácie a konkurencie v oblasti distribúcie v kontexte globalizácie. In *Ekonomický časopis : časopis pre ekonomickú teóriu a hospodársku politiku, spoločensko-ekonomické prognózovanie.* 2008. 2008, roč. 56, č. 9, s. 912-924.
4. Dhruv Grewal, Dinesh K. Gauri, Anne L. Roggeveen, Raj Sethuraman. Strategizing Retailing in the New Technology Era. *Journal of Retailing*, Volume 97, Issue 1, 2021, pp. 6-12, <https://doi.org/10.1016/j.jretai.2021.02.004>
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Syllabus:

1. Introduction to strategic retail management. Functions, formats and main players in Slovak retail.
2. Transformation of retail in Slovakia. Transformation of retail in Slovakia. Retail in the Slovak economy. Transformation in retail and its stages. Balance of food and non-food retail in Slovakia.
3. Retail Business models. Retail business models: definition, elements. Factors influencing changes in business models. Types of business models. New tasks for retailers.
4. Strategic marketing in retailing: growth strategies, internationalization of retail, retail brands and market position of the chain
5. Marketing mix in retailing: store location - business zones, pricing, instore marketing, customer relationship management.
6. Geomarketing. The importance of geomarketing. The geographic dimension of marketing data. Geomarketing and retail. Geomarketing in retail marketing strategy.
7. Merchandising a category management. Merchandising mix. Manufacturer brands and store brands. Functions of store brands in the assortment. Category management.
8. New competitors. Vertical strategies of manufacturers. Verticals and vertical retailer.

Language whose command is required to complete the course:

Slovak, English

Notes:**Assessment of courses**

Total number of evaluated students: 2

1	2	3	4	A	ABS	B	C	D	E	FX	NEABS	np	p
0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Lecturer: doc. Ing. Peter Drábik, PhD., MSc.**Date of the latest change:** 17.03.2022

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