

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21136/21	<b>Title of course:</b> Business Negotiations
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % active participation in seminars 20% seminar project and its presentation 60 % final exam	
<b>Student workload:</b> Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 16 hours Preparation for the final exam: 36 hours	
<b>Teaching results:</b> Students will possess following abilities: <ul style="list-style-type: none"><li>- to understand the context of psychology, communication, presentations, etiquette, ethics, strategy in the process of preparation for business negotiations and understand the need for a comprehensive approach to the negotiation process,</li><li>- master the selection and use of constructive and effective negotiation and sales techniques and creatively use various methods to influence the business partner,</li><li>- to master intercultural differences and apply them appropriately in a business negotiation with a partner who is from a foreign cultural environment (way of perceiving cultural differences, protection against cultural shock, negotiation style, intercultural models of negotiations),</li><li>- master negotiation and sales techniques, closing techniques and characteristics of a professional negotiator.</li></ul> Students will obtain following skills: <ul style="list-style-type: none"><li>- to be able to professionally prepare and drive business negotiations at home and abroad, in companies and international organizations,</li><li>- to manage negotiations and sales techniques of trade negotiations,</li><li>- to be able to recognize a type of business partner and typology of the business partner, mastering the qualities of a professional negotiator,</li><li>- to have professional orientation skills in the multicultural environment of international negotiations and negotiators,</li></ul>	

- to obtain and use the cultivated behavior, taking into account the ethical aspects and principles of etiquette, apply them in international negotiations.

Students will gain following competences:

- professionally organize and run business negotiations, professionally communicate and act in negotiation teams, to eliminate risks and negative influences
- to work in managerial and business positions abroad (in companies, international economic organizations and at diplomatic missions),
- to obtain the ability to run business negotiations in foreign languages and in the international environment, to make independent and constructive decisions in the negotiation process, properly and correctly react to business partners questions,
- to manage the process of self-improvement with the aim of the further professional growth.

**Indicative content:**

Multidisciplinary approach to business negotiations, application of psychology, sociology, communication, cultural differences and its impact on trade negotiations. Objectives and definitions of business negotiations. Typology of business negotiations and its types and sales techniques. Stages of business negotiations. The multicultural dimension of trade negotiations. Business negotiation as the workflow of businessman. Ethics in business negotiations and promotion of interests.

**Support literature:**

KNAPIK, P.: Obchodné rokovanie I. 2010. Bratislava: Ekonóm 2010, s. 444. ISBN 978-80-225-2992-1

KNAPIK, P. – ZORKÓCIOVÁ, O. 2006. Vplyv kultúrnych odlišností na obchod a rokovanie v medzinárodnom obchode. Bratislava: Ekonóm 2006, s 320, ISBN 80-225-2154-X

GULLOVÁ, S. 2013. Mezinárodní obchodní a diplomatický protokol (3. vydání). Praha: Grada 2013, s. 336. ISBN 978-80-247-4418-6

LAPŠANSKÝ, L. 2012. Obchodné rokovania vo francúzskom jazyku. Bratislava: Ekonóm 2012, s. 107. ISBN 978-80-225-3483-3

KORDA, P. 2011. Zlatá pravidla obchodního vyjednávání (jak obhájit své ceny a marže a stát se mistrem ve vyjednávání). Praha: Grada 2011, s. 208. ISBN 978-80-247-3752-2

GROSSMANOVÁ, Marta. 2010. Obchodné rokovanie v angličtine. Bratislava: Sprint dva. 2010. ISBN 978-80-893-932-37

DAVIES Melissa. Practical Negotiation Handbook. Vyd. Kogan Page Ltd. New York, 2021. ISBN: 1398601802. 248 pgs.

**Syllabus:**

1. Profile of a businessman operating in the field of international business and foreign trade, the relationship between mastery of required professional disciplines and their application in business negotiations (business levels, business philosophy, business activities, strengths and weaknesses of the trader, factors influencing successful sales).
2. Business negotiations, its definitions and goals, typology of agreements, anatomy of business negotiations (Case study).
3. Types of business negotiations (acquisition, price negotiations, urgency, complaints ...).
4. Preparation of business negotiations, forms (how) of preparation and run business negotiations and areas (what) of business negotiations. (Case study)
5. Negotiation and sales techniques, „closing techniques“. Transaction analysis. To understand and correctly identify a business partner, typology of the business partner, characteristics and requirements for a professional negotiator.(case study)
6. Negotiation phases and their content, traps of business negotiations. The course of business negotiations (cybernetic scheme of operation of elements in business negotiations).

7. Strategy, tactics and technique of business negotiation, methodology of BN, business negotiation as a work procedure.
8. Methods and principles of running and influencing the business negotiations - appropriate and inappropriate methods. (Case study)
9. The influence of cultural differences on business negotiations, cultural model, culture shock, repatriation shock, cultural identity and prejudices. Peculiarities of international negotiations with foreign partners, procedural rules, negotiation strategies, intercultural models of negotiations. The course of business negotiations and its stages in a foreign cultural environment. Risks and barriers in decision making, conflict prevention in business negotiations.(Case study)
10. Preparation of managers for positions in abroad, the work of a commercial workers in an intercultural and foreign environment. Peculiarities of communication in foreign cultures.
11. Business negotiations as a professional work. Mental hygiene, standards and rules for business negotiations (corporate, legal). Dangerous feelings in business negotiations and control of their manifestations. Evaluation of employees participating in business negotiations.
12. Ethics in business negotiations and promotion of interests.
13. Properties of negotiators and their typology. Team negotiations. Communication application in business negotiations (typology, communication principles, barriers, dangerous manifestations in the negotiations)

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 38

A	B	C	D	E	FX
86.84	10.53	0.0	2.63	0.0	0.0

**Lecturer:** doc. Ing. Viera Ružeková, PhD., Ing. Ján Hrinko, PhD.

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

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<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21364/21	<b>Title of course:</b> Business in the Practice 2 - FOTO LAB
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Teamwork. Term project. Final presentation. Rating: 10% partial presentations 30% processing of semester work 60% final presentation and answers to questions from practice and faculty representatives.	
<b>Student workload:</b> Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
<b>Teaching results:</b> Be able to apply the theoretical knowledge acquired in lower grades to solve practical tasks assigned by representatives of economic practice. To practice a cognitive approach to solving problems and projects, to adopt work habits, to take responsibility for working in a team, to get to know the business environment, to learn to work in a heterogeneous or interdisciplinary team. Competence - to be able to take responsibility for work in a team, to know how to coordinate cooperation in a team, to be able to analyze a given project, to process a concept, to verify results, to be able to argue and coordinate project tasks, to solve conflicts in a team, to model business situations, to create marketing concepts. Skill – critical thinking, ability to work in a team and analyze the situation, acquire work habits, apply theoretical knowledge to practical activities, keep records, ability to self-reflect.	
<b>Indicative content:</b> Entrepreneurship in practice is focused on the comprehensive practical performance of the student, which is realized in several forms, such as solving projects (project-based learning) in a selected club in the segment of international trade, tourism or marketing and business management. Furthermore, it can be participation in an ERASMUS + study or ERASMUS practice, or another suitable form chosen by the teacher in coordination with the representative of economic practice, including a visit to the workplace or workplaces of a practice partner.	

**Support literature:**

1. HANULÁKOVÁ, Eva – ČVIRIK, Marián. Marketingový manažment. Bratislava: Vydavateľstvo EKONÓM, 2021. 130 s. ISBN 978-80-225-4886-1.
2. KUČHTA, Martin. Digitálny marketing : marketingová komunikácia na internete. Recenzenti: Jakub Horváth, Peter Hacek. - 1. vydanie. - Bratislava : Vydavateľstvo EKONÓM EU v Bratislave, 2022. - 184 s. ISBN 978-80-225-4974-5.
3. DANESHJO, Naqibullah. Manažérstvo inovácií. Košice: Vydavateľstvo Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
5. BAUMÖHL, Eduard a kol. Manažérske rozhodovanie v marketingu. Bratislava : Vydavateľstvo Ekonóm, 2023. 126 s. ISBN 978-80-225-5060-4.
6. ZUBAĽOVÁ, Ľubica – DRIENIKOVÁ, Kristína – PUŠKÁROVÁ, Paula. Ekonomika a obchodná politika rozvojových krajín. Praha: Leges, 2022. 188 s. ISBN 978-80-7502-605-7.
7. KITTOVÁ, Zuzana. The European Union as a Major Trading Player in the Global Economy. Handbook of Research on Social and Economic Development in the European Union. Herschley, USA: IGI Global, 2020. 45-68 s. ISBN 978-17-998-1188-6. ISSN 2327-5677.
8. KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9.
9. PAVELKA, Ľubomír, RUŽEKOVÁ, Viera, ZUBAĽOVÁ, Ľubica. Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ. Praha: Leges, 2021. 196 s. ISBN 978-80-7502-503-6.
10. FERENČÍKOVÁ, Soňa – ZÁBOJNÍK, Stanislav – PÁSZTOROVÁ, Janka – HLUŠKOVÁ, Tatiana – KRAJČÍK, Daniel. Stratégia medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2021. 327 s. ISBN 978-80-225-4898-4.
11. MICHALKOVÁ, A, et. al.: Economics of Tourism. Regional aspects. České Budějovice: Vysoká škola evropských a regionálnych študií, 2023. 138 s. ISBN 978-80-7556-121-3.
12. NOVACKÁ, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020. 370 s. ISBN 978-80-88356-05-9.
13. MURA, Ladislav – BAŽÓ, Ladislav. Kontroling malých a stredných podnikateľských subjektov v službách a cestovnom ruchu. Bratislava: Vydavateľstvo Ekonóm. 2024.
14. KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Inovácie v cestovnom ruchu: prípadové štúdie. 1. vyd. České Budějovice: Vysoká škola evropských a regionálnych študií, 2023. 119 s. ISBN 978-80-7556-117-6.
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**Syllabus:**

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

<b>Language whose command is required to complete the course:</b> Slovak, English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 16					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Peter Drábik, PhD., MSc., Ing. Samuel Chlpek					
<b>Date of the latest change:</b> 06.04.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

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<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
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A	B	C	D	E	FX
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<b>Lecturer:</b> doc. Ing. Viera Ružeková, PhD.					
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<b>Faculty:</b> Faculty of Commerce	
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<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
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7. KITTOVÁ, Zuzana. The European Union as a Major Trading Player in the Global Economy. Handbook of Research on Social and Economic Development in the European Union. Herschley, USA: IGI Global, 2020. 45-68 s. ISBN 978-17-998-1188-6. ISSN 2327-5677.
8. KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9.
9. PAVELKA, Ľubomír, RUŽEKOVÁ, Viera, ZUBAĽOVÁ, Ľubica. Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ. Praha: Leges, 2021. 196 s. ISBN 978-80-7502-503-6.
10. FERENČÍKOVÁ, Soňa – ZÁBOJNÍK, Stanislav – PÁSZTOROVÁ, Janka – HLUŠKOVÁ, Tatiana – KRAJČÍK, Daniel. Stratégia medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2021. 327 s. ISBN 978-80-225-4898-4.
11. MICHALKOVÁ, A, et. al.: Economics of Tourism. Regional aspects. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 138 s. ISBN 978-80-7556-121-3.
12. NOVACKÁ, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020. 370 s. ISBN 978-80-88356-05-9.
13. MURA, Ladislav – BAŽÓ, Ladislav. Kontroling malých a stredných podnikateľských subjektov v službách a cestovnom ruchu. Bratislava: Vydavateľstvo Ekonóm. 2024.
14. KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Inovácie v cestovnom ruchu: prípadové štúdie. 1. vyd. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 119 s. ISBN 978-80-7556-117-6.
15. NOVACKÁ, Ľudmila. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín : Radim Bačuvčík - VeRBuM, 2020. 370 s. Dostupné na : [https://of.euba.sk/www\\_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf](https://of.euba.sk/www_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf)

**Syllabus:**

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

<b>Language whose command is required to complete the course:</b> Slovak, English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 50					
A	B	C	D	E	FX
94.0	2.0	4.0	0.0	0.0	0.0
<b>Lecturer:</b> RNDr. Janka Pásztorová, PhD.					
<b>Date of the latest change:</b> 06.04.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21367/21	<b>Title of course:</b> Business in the Practice 2 - MOBILITY
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Teamwork. Term project. Final presentation. Rating: 10% partial presentations 30% processing of semester work 60% final presentation and answers to questions from practice and faculty representatives.	
<b>Student workload:</b> Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
<b>Teaching results:</b> Be able to apply the theoretical knowledge acquired in lower grades to solve practical tasks assigned by representatives of economic practice. To practice a cognitive approach to solving problems and projects, to adopt work habits, to take responsibility for working in a team, to get to know the business environment, to learn to work in a heterogeneous or interdisciplinary team. Competence - to be able to take responsibility for work in a team, to know how to coordinate cooperation in a team, to be able to analyze a given project, to process a concept, to verify results, to be able to argue and coordinate project tasks, to solve conflicts in a team, to model business situations, to create marketing concepts. Skill – critical thinking, ability to work in a team and analyze the situation, acquire work habits, apply theoretical knowledge to practical activities, keep records, ability to self-reflect.	
<b>Indicative content:</b> Entrepreneurship in practice is focused on the comprehensive practical performance of the student, which is realized in several forms, such as solving projects (project-based learning) in a selected club in the segment of international trade, tourism or marketing and business management. Furthermore, it can be participation in an ERASMUS + study or ERASMUS practice, or another suitable form chosen by the teacher in coordination with the representative of economic practice, including a visit to the workplace or workplaces of a practice partner.	

**Support literature:**

1. HANULÁKOVÁ, Eva – ČVIRIK, Marián. Marketingový manažment. Bratislava: Vydavateľstvo EKONÓM, 2021. 130 s. ISBN 978-80-225-4886-1.
2. KUČHTA, Martin. Digitálny marketing : marketingová komunikácia na internete. Recenzenti: Jakub Horváth, Peter Hacek. - 1. vydanie. - Bratislava : Vydavateľstvo EKONÓM EU v Bratislave, 2022. - 184 s. ISBN 978-80-225-4974-5.
3. DANESHJO, Naqibullah. Manažérstvo inovácií. Košice: Vydavateľstvo Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
4. DAŇO, Ferdinand – DRÁBIK, Peter – REHÁK, Róbert – VERNEROVÁ, Dominika. Distribúcia (Distribúcia v marketingu, Distribučný manažment). Bratislava: Vydavateľstvo Ekonóm, 2022. 328 s. ISBN 978-80-225-4962-2.
5. BAUMÖHL, Eduard a kol. Manažérske rozhodovanie v marketingu. Bratislava : Vydavateľstvo Ekonóm, 2023. 126 s. ISBN 978-80-225-5060-4.
6. ZUBAĽOVÁ, Ľubica – DRIENIKOVÁ, Kristína – PUŠKÁROVÁ, Paula. Ekonomika a obchodná politika rozvojových krajín. Praha: Leges, 2022. 188 s. ISBN 978-80-7502-605-7.
7. KITTOVÁ, Zuzana. The European Union as a Major Trading Player in the Global Economy. Handbook of Research on Social and Economic Development in the European Union. Herschley, USA: IGI Global, 2020. 45-68 s. ISBN 978-17-998-1188-6. ISSN 2327-5677.
8. KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9.
9. PAVELKA, Ľubomír, RUŽEKOVÁ, Viera, ZUBAĽOVÁ, Ľubica. Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ. Praha: Leges, 2021. 196 s. ISBN 978-80-7502-503-6.
10. FERENČÍKOVÁ, Soňa – ZÁBOJNÍK, Stanislav – PÁSZTOROVÁ, Janka – HLUŠKOVÁ, Tatiana – KRAJČÍK, Daniel. Stratégia medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2021. 327 s. ISBN 978-80-225-4898-4.
11. MICHALKOVÁ, A, et. al.: Economics of Tourism. Regional aspects. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 138 s. ISBN 978-80-7556-121-3.
12. NOVACKÁ, Ľudmila a kol. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín: Radim Bačuvčík - VeRBuM, 2020. 370 s. ISBN 978-80-88356-05-9.
13. MURA, Ladislav – BAŽÓ, Ladislav. Kontroling malých a stredných podnikateľských subjektov v službách a cestovnom ruchu. Bratislava: Vydavateľstvo Ekonóm. 2024.
14. KUBIČKOVÁ, Viera - BENEŠOVÁ, Dana. Inovácie v cestovnom ruchu: prípadové štúdie. 1. vyd. České Budějovice: Vysoká škola evropských a regionálnych štúdií, 2023. 119 s. ISBN 978-80-7556-117-6.
15. NOVACKÁ, Ľudmila. Súčasnosť cestovného ruchu v trajektórii budúcnosti. Zlín : Radim Bačuvčík - VeRBuM, 2020. 370 s. Dostupné na : [https://of.euba.sk/www\\_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf](https://of.euba.sk/www_write/files/veda-vyskum/publikacie/2021-1-19-novacka-sucasnost-cr.pdf)

**Syllabus:**

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

<b>Language whose command is required to complete the course:</b> Slovak, English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 40					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Paulína Krnáčová, PhD.					
<b>Date of the latest change:</b> 06.04.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21134/21	<b>Title of course:</b> Corporate Compliance
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% semester work, presentation and discussion 60 % written exam	
<b>Student workload:</b> Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 17 hours Processing of semestral project: 13 hours Preparation for the final exam: 48 hours	
<b>Teaching results:</b> Students will possess following abilities: - Students will become familiar with corporate compliance (together with risk management) as part of corporate governance. - The issue of corporate compliance will be presented in the context of a new institutional economic theory and, above all, in the context of transaction costs theory (the requirement to be in line with the legal and ethical environment of companies under this theoretical framework is based on an economic reality in which we can encounter imperfect information, opportunism, and specific assets). - Students will understand the need to implement corporate compliance in international trade and business, which can be called again under a new institutional economic theory terminology such as governance structures or tools to secure specific transactions (as well as corporate governance and risk management). Students will obtain following skills: - Awareness of the existence and need for mitigating operational risk, arising primarily from a compromised reputation and from impending sanctions in the event of a breach of the organization's legislation. - Orientation in relevant legislation, in the requirements of the Slovak Act on Protection against Legalization of Proceeds of Crime and Protection against Terrorist Financing and the Slovak Act on the Implementation of International Sanctions.	



- Adopting the basic legislative as well as ethical requirement of corporate compliance, namely the knowledge of your business partner, including the practical implementation of this requirement by obtaining information from relevant sources and databases.

Students will gain following competences:

- In accordance with the graduate profile, readiness to be responsible for their activities and decisions, considering their social consequences.
- Prudence in business, including adequate transparency towards the external environment.
- Ability to analyze and select a trading partner in international trade.
- Ability to use information databases on natural and legal persons.
- Competence in reducing operational risk arising from legislative and ethical requirements.

**Indicative content:**

Theoretical starting points applied to corporate compliance issues. Protection against the legalization of proceeds of crime anti-money laundering (AML) as part of corporate compliance and at a higher level of corporate governance. Management liability and failures under the influence of the financial and economic crisis. Implementation of international standards in the form of Slovak Act No. 297/2008 Z. z. as amended by Slovak Act No. 52/2018 Z. z. The principle of knowing a business partner in practice. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

**Support literature:**

1. ALBUQUERQUE, Fábio a Paula Gomes DOS SANTOS, eds. Accounting and Financial Reporting Challenges for Government, Non-Profits, and the Private Sector [online]. IGI Global, s. 24-57. Advances in Finance, Accounting, and Economics. DOI: 10.4018/978-1-6684-7293-4.ch002. ISBN 9781668472934. Dostupné na internete: <https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/978-1-6684-7293-4.ch002>
2. MANACORDA, Stefano a Francesco CENTONZE, eds. (2022). Corporate Compliance on a Global Scale [online]. Cham: Springer International Publishing.
3. MORAVEC, Tomáš a Lucie ANDREISOVÁ. (2021). Obchodní společnosti pohledem Corporate Governance. Praha: Grada Publishing, Právo pro praxi.
4. STEINHAUSER, Dušan a Ľuboš PAVELKA. (2021). Riadenie rizík v medzinárodnom obchode. Bratislava: Vydavateľstvo EKONÓM.

**Syllabus:**

1. Introduction, course requirement, theoretical starting points.
2. A new institutional economic theory and transaction cost theory in the application to corporate compliance issues.
3. Corporate compliance (CC) as part of corporate governance (CG).
4. The 2008 financial economic crisis and its link to corporate governance failure.
5. Slovak corporate governance codex (comparison of the 2008 and 2016 versions).
6. Legislative requirements for the implementation of corporate governance (pursuant to Paragraph 20 of Slovak Act No 431/2002 on Accounting).
7. Shadow banking and the 2012 EU Shadow Banking Green Paper and the CG 2016 Compliance Statement.
8. Demonstration of the annual reports of obliged entities.
9. 40 recommendations of the Financial Action Task Force (FATF) and the Annual Reports of 2017 and 2016 of the Financial Police Intelligence Unit of the Slovak Republic.
10. Managerial liability and criminal liability of legal entities.

11. Protection of personal data (pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with a view to the processing of personal data and on the free movement of such data).
12. Examples of CG failure in practice and examples of CC failure in practice.
13. Practical exercise of verifying a business partner using publicly available sources and sanctions lists. International sanctions (pursuant to Slovak Act 289/2016 on the Implementation of International Sanctions).

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 39

A	B	C	D	E	FX
66.67	23.08	10.26	0.0	0.0	0.0

**Lecturer:** doc. Ing. Dušan Steinhauser, PhD.

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21139/21	<b>Title of course:</b> Cross-border Mergers and Acquisitions
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% active participation in seminars 30% test 60% preparation and presentation of a specific cross-border investment	
<b>Student workload:</b> Total: workload 4 credits x 26 h = 104 h. Separate load for individual educational activities Participation in seminars: 26 hours Preparation for seminars: 26 hours Preparation of business case and presentation: 52 hours	
<b>Teaching results:</b> In case of successful mastering of the subject, students will acquire the following knowledge in particular: - knowledge of the specific requirements and procedure for the implementation of international mergers and acquisitions involving a Slovak company (investor or object of investment), - an overview of successful cases and failed transactions, - knowledge of the specifics and risks of the environment and process of foreign direct investments. In case of successful mastery of the subject, students will acquire the following skills in particular: - adopting a specific due diligence procedure for cross-border mergers and acquisitions, - structuring of financial analysis and valuation (valuation) of a specific case (deal), - processing of risk analysis with an emphasis on regulatory, legal and tax due diligence, In case of successful mastering of the subject, students acquire the following competences in particular: - mastering the complex process of due diligence and valuation of the subject of investment in the form of a cross-border merger or acquisition.	
<b>Indicative content:</b> International mergers and acquisitions as a transaction process (buyer vs. seller). Stages and timing of due diligence. Types of due diligence and their importance. Valuation and value of synergies in cross-border mergers and acquisitions (M&As).	
<b>Support literature:</b>	

FERENČÍKOVÁ, Soňa, Daniel KRAJČÍK, Jana PÁSZTOROVÁ a Alexandra PAPPOVÁ. Stratégia medzinárodného podnikania: investície, partneri a ľudské zdroje. Bratislava: Vydavateľstvo EKONÓM, 2010, 318 s. ISBN 978-80-225-3063-7.  
 MYŠIČKA, V. a kol. Inovácie a trendy v M&A. Praktická príručka. 2020. C. H. Beck. 360 s. ISBN: 978-80-89603-84-8.  
 REED LAJOUX, Alexandra The Art of M&A, 5th ed., Mc Graw-Hill 2019, ISBN 978-1260121780  
 WHITAKER, Scott C. Cross-border Mergers and Acquisitions. Wiley 2016, ISBN 978-1119042235

**Syllabus:**

1. Introduction to the implementation of international mergers and acquisitions.
2. Presentation of the due diligence process.
3. Phases and timing of M&A. Buyer's side.
4. Stages and timing of M&A. Seller's side.
5. Structure, purposes and types of due diligence.
6. Due diligence – net working capital and net debt.
7. Due diligence – part financial performance (underlying financial performance).
8. Tax and legal components of due diligence.
9. Valuation and its process.
10. Income approach and valuation methods.
11. Valuation of DFC, the value of synergies and the context of value creation through M&A.
12. Integration of due diligence, successful examples from practice and failures.
13. Summarization of due diligence and overall evaluation.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 28

A	B	C	D	E	FX
92.86	7.14	0.0	0.0	0.0	0.0

**Lecturer:** Ing. Dagmar Grachová, Ing. Daniel Krajčík, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21140/21	<b>Title of course:</b> Doing Business in China
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% Active participation within seminars 30% Semester work and its presentation 60% final exam	
<b>Student workload:</b> Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars: 26 hours Preparation for seminars: 13 hours Preparation of the business case and its presentation: 26 hours Preparation for the final exam: 39 hours	
<b>Teaching results:</b> Students will possess following abilities: - on the specifics and regulation of investment, exports and imports in the PRC, - the specifics of trade negotiations with a Chinese partner, - on business opportunities in the Chinese market. Students will obtain following skills: - work with databases and e-commerce platforms to identify business opportunities in the Chinese market, - be able to identify the key specifics of mentality and trade negotiations with a Chinese trading partner, - know the requirements to ensure the basic process of successful participation within the fair in the PRC. Students will gain following competences: - respond to the peculiarities of the Chinese market (personal, qualitative, regulatory) by setting the correct method of entry, respectively. marketing strategy in the territory, - identify business opportunities reflecting the specificities of the Chinese market, - prepare and present an example of a business case with a business partner from China.	
<b>Indicative content:</b> Specifics of the historical development of business and the inflow of foreign investment into the PRC. Business negotiations - cultural, linguistic, religious and regional specifics. Business	

opportunities in the PRC - investment, export and import. Quality of goods when imported from the territory. Participation in trade fairs and e-commerce platforms and ways of doing business in the Chinese market. Simulation and specifics of a business case with a Chinese business partner.

**Support literature:**

1. BALÁŽ, Peter, Stanislav ZÁBOJNÍK a Lukáš HARVÁNEK. China's Expansion in International Business: <The> Geopolitical Impact on the World Economy. Cham: Palgrave Macmillan/Springer Nature, 2019, 335 s. Palgrave Macmillan Asian Business Series. ISBN 978-3-030-21911-6. ISSN 2661-8435.
2. DATHE, Tracy; MÜLLER, Volker; HELMOLD, Marc. Business Opportunities and Risks in China: Strategies and Recommendations from a European Perspective. Springer Nature, 2023.
3. LUZIKOVA, A.; KRIVOSHEY, A. Doing business in China: eight important considerations when entering the Chinese market. 2020.
4. MZVaEZ. Ekonomická informácia o#teritóriu. ČĽR. 2023
5. WANG, Yitong, et al. The Alibaba Challenge: How to Effectively Engage with a Billion Customers. Management and Business Review, 2023, 3.1.

**Syllabus:**

1. Historical context of Chinese economic reforms and the entry of foreign investors into the Chinese market.
2. Business negotiations with a Chinese partner - specifics.
3. Specifics of Chinese trade negotiations, model situations.
4. Successful Slovak and Czech companies on the Chinese market and their business model.
5. Business opportunity in the Chinese market - investment.
6. Regulation of foreign direct investment in the Chinese market.
7. Regulation in the PRC's foreign trade.
8. Business opportunities in the Chinese market - export.
9. Business opportunities in the Chinese market - import.
10. Qualitative aspects of Chinese goods.
11. Acquisition of a Chinese business partner through trade fairs.
12. Identification of business opportunities on the example of Alibaba.com.
13. Simulations of business cases with a Chinese trading partner - export and import.

**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:** doc. Ing. Stanislav Zábojník, PhD., Ing. Kristína Drieniková, PhD.

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21216/21	<b>Title of course:</b> E-business a e-commerce
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % continuous assignments 20% semestral test 60 % final exam	
<b>Student workload:</b> Total study load 5 credits x 26h = 130 hours Participation on lectures: 26 hours Participation on seminars: 26 hours Preparation for seminars: 13 hours Preparation for semestral exam: 26 hours Preparation for final exam: 39 hours	
<b>Teaching results:</b> After successful completion of the course, students will acquire the following knowledge: <ul style="list-style-type: none"> <li>- knowledge about the origin and evolution of the Internet and its function and position in the business and marketing activities of an international company,</li> <li>- knowledge within international e-commerce and international e-business,</li> <li>- understanding of the impact of the Internet on traditional marketing and global commerce,</li> <li>- knowledge about the creation and management of the company's presence on the internet on several markets and about business and distribution models that the company can implement within business strategies on the Internet.</li> </ul> On base of successful completion of the course, students will acquire the following skills: <ul style="list-style-type: none"> <li>- understanding the importance of the Internet for the company's current business strategy,</li> <li>- ability to evaluate new international opportunities for the company in the digital environment,</li> <li>- the ability to build and manage a company's cross-border distribution strategy linked to digital technologies,</li> <li>- understanding the importance of online security and the risks of violating the ethical and moral principles of online business.</li> </ul> After successful completion of the course, students will acquire the following competencies: <ul style="list-style-type: none"> <li>- on base of the acquired skills gain the ability to find employment in managerial positions in all types of local and international modern companies, in companies with a focus on digital business, in work positions solving managerial and marketing problems,</li> </ul>	

- the ability to effectively manage company resources and manage human resources oriented on the digital environment.

**Indicative content:**

The importance of the digital environment for today's international business. Origin and history of the Internet. Business models and concepts of international electronic commerce. Infrastructure of www (world-wide-web) environment. Website development, testing, personalization and continuous customization. Online security and payment systems. Marketing concepts and marketing communication in international e-commerce. Ethical, social and political aspects of e-commerce. Electronic sale of goods and services and their promotion in digital media. Categorization of social networks. B2B trading in the international electronic environment.

**Support literature:**

1. MATUŠOVIČOVÁ, Monika - ČERVENKA, Peter. E-commerce. Recenzenti: Andrej Miklošík, Jakub Horváth. - 1. vydanie. - Bratislava : Vydavateľstvo EKONÓM, 2023. - 153 s. ISBN 978-80-225-5067-3
2. KUČHTA, Martin. Digitálny marketing : marketingová komunikácia na internete. Recenzenti: Jakub Horváth, Peter Hacek. - 1. vydanie. - Bratislava : Vydavateľstvo EKONÓM EU v Bratislave, 2022. 184 s. ISBN 978-80-225-4974-5
3. KENNETH, C. Laudon - TRAVER G., Carol. E-commerce: business, technology, society. Nakladateľ: Pearson Education Limited, 2023. 800 s. ISBN 9781292449722
4. QIN, Zheng - SHUAI, Qinghong – WANG, Guolong – ZHANG, Pu – CAO, Mengyu – CHEN, Mingshi. E-Commerce. Nakladateľ: Springer, Berlin, 2022. 424 s. ISBN 9789811964374.
5. YBALLE, Genaro. Ecommerce Business Steps To Get Explosive E-Commerce Sales And Profits: E-Commerce Key Strategies. Vydavateľstvo: Amazon Digital Services LLC - KDP Print US. 2021. 250s. ISBN 9798473988734

**Syllabus:**

1. E-commerce and business.
2. The influence of the Internet on 4P.
3. Building of presence on the internet.
4. Identification and testing of key website parameters.
5. Business opportunities utilizing other electronic platforms.
6. Internet payment systems and their security.
7. Types and business models of electronic commerce.
8. Marketing concepts of electronic commerce.
9. Distribution within electronic commerce organization.
10. Social networks and consumer interaction.
11. Search engines, comparators and aggregators as a necessary part of e-commerce marketing strategy.
12. Creation and distribution of content and marketing communication on the Internet.
13. Legal and moral aspects of electronic commerce.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 169

A	B	C	D	E	FX
69.82	27.81	2.37	0.0	0.0	0.0



**Lecturer:** doc. Ing. Martin Kuchta, PhD., MBA, Ing. Peter Červenka, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21120/21	<b>Title of course:</b> Economies and Trade Policies of Developing Countries
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10 % mid-term written exam 10 % case studies, including discussion 20 % final paper, including presentation and discussion 60 % final exam	
<b>Student workload:</b> Total: study load 7 credits x 26 h = 182 hours Separate study load for individual educational activities: Attending lectures: 26 hours Attending seminars: 26 hours Preparation for seminars: 26 hours Preparation of a final paper: 26 hours Preparation for the written mid-term exam: 26 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students will possess following abilities: - To identify and analyze development and trade issues associated with developing countries, taking into account their macroeconomic policies, in particular trade policy, - To analyze the significance of formal and informal economic integration for developing countries and their implications for international trade, - To identify the particularities of trade policies of developing countries and the existing instruments of trade policy cooperation. Students will obtain following skills: - To design and evaluate macroeconomic solutions for the development of developing countries, with particular focus on the development of their international trade and entrepreneurship, - To highlight real barriers to the development of developing countries, with particular focus on the development of their international trade and business, - To formulate, in an innovative way, the recommendations for trade policy and other macroeconomic policies of developing countries, taking into account their historical conditions and current challenges of the globalized economy. Students will gain following competences:	

- To work autonomously in the preparation of analytical materials on the development solutions for developing countries,
- To present own solutions in expert communities in the field of economy and trade policy of developing countries,
- To conduct professional discussions in the field.

**Indicative content:**

Theoretical background and characteristics of developing countries (DC), causes of lagging behind and development solutions provided through various instruments (trade policy, development aid, economic integration), the position of DC in world trade, geographical specifics of DC development (Latin America, Asia, Africa), international organizations as a tool of foreign trade policy development of the DC, migration and climate pressures on the current development of the DC.

**Support literature:**

1. ZUBAĽOVÁ, Ľubica – DRIENIKOVÁ, Kristína – PUŠKÁROVÁ, Paula. Ekonomika a obchodná politika rozvojových krajín. Praha: Leges, 2022. 188 s. ISBN 978-80-7502-605-7.
2. ZUBAĽOVÁ, Ľubica – DRIENIKOVÁ, Kristína. Ekonomika a obchodná politika rozvojových krajín, postavenie v medzinárodnom obchode, dlhová kríza a vplyv migrácie. České Budějovice: Vysoká škola evropských a regionálnych študií, 2022. 118 s. ISBN 978-80-7556-122-0.
3. ACEMOGLU, Daron – JOHNSON, Simon. Power and Progress: Our Thousand-Year Struggle Over Technology and Prosperity. London: John Murray Press, 2023. 560 s. ISBN 9781399804462.
4. BALAND, Jean-Marie - BOURGUIGNON, François – PLATTEAU, Jean-Philippe – VERDIER, Thierry. The Handbook of Economic Development and Institutions. Princeton University Press, 2020. 768 s. ISBN 978-0691191218.
5. SZABO, Jakub – PUŠKÁROVA, Paula – ČERNOTA, Mikuláš. Governance of Social Tipping Points: Resilience of the European Union's Periphery vis-à-vis Migration, Climate Change and War. Springer Cham, 2023. 156 s. ISBN 978-3-031-47412-5.

**Syllabus:**

1. Theoretical background and characteristics of developing countries (DC).
2. Tenets of economic development in DC, causes of lagging behind.
3. Poverty traps. Opportunities to address the development issues within the trade policy. Trade promotion - Fair trade.
4. Development aid - trends, critical insights, benefits. Aid for Trade.
5. Particularities of international economic integration in DC, various approaches to trade policy
6. ACP countries (Africa, Caribbean, Pacific) - development, trade relations.
7. The position of DC in world trade. Territorial and commodity structure of trade in DC.
8. Newly industrialized countries (1st wave, 2nd wave); trends in the trade policy approach.
9. Least developed countries and their position in international trade. Development paths within the trade policy, preferential trade systems.
10. Indebtedness of DC - trends, international initiatives to solve and current situation, impact on foreign trade indicators of DC.
11. Raw materials to boost trade, OPEC.
12. Developing countries and migration, migration in the context of foreign trade policy.
13. Impact of climate change on DC, opportunities to pursue trade with DC under climatic challenges

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

Slovak, English

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

Total number of evaluated students: 247

A	B	C	D	E	FX
12.15	28.34	18.22	26.32	8.91	6.07

**Lecturer:** Ing. Ľubica Zubaľová, PhD.**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21133/21	<b>Title of course:</b> European Union Enlargement and External Relations (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% participation in seminars and assignments, research-based assignment and its presentation 60% final exam	
<b>Student workload:</b> Total: study load 3 credits x 26 h = 78 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Team coordination and assignments, research-based assignment and its presentation: 13 hours Preparation for the final exam: 13 hours	
<b>Teaching results:</b> Students will possess following abilities: - ability to address the multidimensional nature of EC/EU external relations, - knowledge of the retrospective of EC/EU enlargement in the context of EC/EU external relations, - knowledge of alternatives to EC/EU Enlargement and understanding of their perspective as a prerequisite for further development of qualification. Students will obtain following skills: - holistic approach to the societal, geoeconomic and geopolitical context of EC/EU enlargement and Brexit, - use of open access sources of data and identification of the potential for EU enlargement, - ability to compare and interpret the status quo of EU enlargement in the context of EU external relations. Students will gain following competences: - understanding of the respective official documents of institutions on the national, European or international level, - fact- and data-based argumentation, innovative, creative and flexible thinking in the context of an interdisciplinary approach to EC/EU enlargement and Brexit, - critical assessment, synthesis in terms of theory and interpretation of analyses as a prerequisite to pursue lifelong learning in terms of competence in the area of European integration.	
<b>Indicative content:</b>	

Retrospective of EC/EU enlargement in the context of EC/EU external relations. Status quo of EU enlargement in the context of EU external relations. Perspective of EU enlargement in the context of EU external relations. Advantages and disadvantages associated with EC/EU enlargement and withdrawal from the EU.

**Support literature:**

1. Official sources from the official European Union website: Enlargement Package 2022.
2. GATEVA, E. (2015). European Union Enlargement Conditionality. Basingstoke: Palgrave Macmillan.
3. HOTI, A. – KOSÍR, I. eds. (2015). (eds.). European perspectives of the Western Balkans countries I. Prishtina: AAB College.
4. SCHWARZINGER, M. European Union Enlargement: Background, Developments, Facts. 1st ed. London: Taylor and Francis, 2017. ISBN 9781351311120.
5. KEUKELEIRE, S. – DELREUX, T. (2022). The Foreign Policy of the European Union. (2nd ed. Basingstoke: Palgrave Macmillan, 2014. 3rd ed. Bloomsbury Publishing. (2022). ISBN 9781350930483)

**Syllabus:**

1. Introduction into EC/EU enlargement and terminology in the context of EC/EU external relations (external relations of the EC/EU, accession criteria, European Neighbourhood Policy).
2. First EC Enlargement (1973, United Kingdom of Great Britain and Northern Ireland, Ireland, Denmark) – background and integration status quo in the context of EC external relations.
3. Second EC Enlargement (1981, Greece) – background and integration status quo in the context of EC external relations.
4. Third EC Enlargement (1986, Spain, Portugal) – background and integration status quo in the context of EC external relations.
5. Fourth EU Enlargement (1995, Austria, Finland, Sweden) – background and integration status quo in the context of EU external relations.
6. Fifth EU Enlargement (2004, 2007, countries of Central and Eastern Europe, Cyprus, Malta) – background and integration status quo in the context of EU external relations.
7. Sixth EU Enlargement (2013, Croatia) – background and integration status quo in the context of EU external relations.
8. Candidate countries in the context of indexes relevant to accession criteria and the European Union.
9. Potential candidate countries in the context of indexes relevant to accession criteria and the European Union.
10. Brexit as a precedent of disintegration in the EU, withdrawal from the EU.
11. Alternatives to EC/EU Enlargement in the European and Eurasian context.
12. The European Union and Eager Integrators – spectrum of views and interpretations.
13. The European Union and Reserved Integrators – spectrum of views and interpretations.

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

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 41

A	B	C	D	E	FX
68.29	26.83	4.88	0.0	0.0	0.0

**Lecturer:** doc. Ing. Denisa Čiderová, PhD., MA

**Date of the latest change:** 22.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21121/21	<b>Title of course:</b> European Union Trade Policy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% elaboration and presentation of the semester work, including discussion of it, 20% result of the semester written exam, 60% result of the final exam.	
<b>Student workload:</b> Total: study load 7 credits x 26 h = 182 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation for written verification of knowledge: 26 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students will possess following abilities: - in-depth knowledge of the development and current state of EU foreign trade policy, - an understanding of the links between the common commercial policy and other EU policies that affect it, in particular the common agricultural policy and EU development policy, - an understanding of the challenges posed by the changing global economic environment in the field of the EU's external trade and economic relations and their impact on the EU's foreign trade policy. Students will obtain following skills: - the ability to actively acquire new knowledge and information on the EU's external trade relations, as well as the ability to analyse and use this information, - the ability to creatively propose solutions and evaluate solutions to professional tasks and problems in the EU's external trade relations, - the ability to formulate recommendations for the development of the EU's external trade relations. Students will gain following competences: - ability to work in teams as well as to coordinate work in teams, - the ability to make independent decisions in a changing international environment reflecting social responsibility,	



- ability to think innovatively and creatively,
- ability to critically evaluate the knowledge gained,
- ability to communicate about professional opinions and present the results of own study and work.

**Indicative content:**

Historical background of EU foreign trade policy, common trade policy, common agricultural policy, EU foreign trade policy towards third countries and regions (EFTA, United Kingdom, Eurasian region - Russian Federation, Eastern Partnership and Central Asia, countries of East and Southeast Asia, USA, Canada, Balkan countries, African countries, Latin America).

**Support literature:**

1. KITTOVÁ, Zuzana. The European Union as a Major Trading Player in the Global Economy. Handbook of Research on Social and Economic Development in the European Union. Herschley, USA: IGI Global, 2020. 45-68 s. ISBN 978-17-998-1188-6. ISSN 2327-5677.
2. EURÓPSKA KOMISIA. Preskúmanie obchodnej politiky - otvorená, udržateľná a asertívna obchodná politika. Luxemburg: Úrad pre vydávanie publikácií Európskej únie, 2021. 39 s. ISBN 978-92-76-28795-7.
3. KAŠŤÁKOVÁ, Elena - DRIENIKOVÁ, Kristína - ZUBALOVÁ, Ľubica. Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories: Implications for the Slovak Economy. Saint Petersburg: Saint Petersburg University Press, 2019. 246 s. ISBN 978-5-288-05988-9.
4. KITTOVÁ, Zuzana - KRIVOSUDSKÁ, Simona. Slovakia-UK Trade and Investment Relations at the Time of Brexit: Scientific Monograph. České Budějovice: Vysoká škola evropských a regionálných študií, 2022. 128 s. ISBN 978-80-7556-119-0.
5. WEISS, Wolfgang – FURCULITA, Cornelia. Global Politics and EU Trade Policy. Facing the Challenges to a Multilateral Approach. Cham: Springer, 2020. 284 s. ISBN 978-3-030-34587-7.

**Syllabus:**

1. Historical background of EU foreign trade policy.
2. EU common trade policy - goals, tools, institutions.
3. EU foreign trade policy towards the United Kingdom.
4. EU foreign trade policy in the CIS region - Russia, Eastern Partnership, Central Asia.
5. EU foreign trade policy in the region of East and Southeast Asia.
6. EU-US and EU-Canada Transatlantic Partnership.
7. The EU's common agricultural policy and its relationship with the EU's common commercial policy.
8. Relations between the EU and the Balkan countries, EU candidate countries.
9. The southern branch of the EU neighbourhood policy.
10. Traditional EU cooperation with African countries.
11. Prospects for EU cooperation with Latin American countries.
12. Anti-dumping in EU foreign trade policy.
13. New modern instruments of EU foreign trade policy.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 243

A	B	C	D	E	FX
3.29	13.17	25.1	32.92	18.93	6.58

**Lecturer:** Ing. Kristína Drieniková, PhD., Ing. Ľubica Zubaľová, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21138/21	<b>Title of course:</b> European Union Trade Relations with Third Countries
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% solving case studies, 20% preparation and presentation of the term paper and discussion of it, 60% written exam.	
<b>Student workload:</b> Total: workload 4 credits x 26 h = 104 h. Separate load for individual educational activities Participation in seminars: 26 hours. Preparation for seminars: 13 hours. Processing of semester work: 26 hours. Preparation for the final exam: 39 hours.	
<b>Teaching results:</b> In case of successful mastering of the subject, students will acquire the following knowledge in particular: - deepening knowledge about the EU's foreign trade relations with selected territories, especially territories with non-preferential agreements, - knowledge of the EU's current foreign trade positions, - knowledge of the connections between the common trade policy and the agricultural policy of the EU using the example of the development of the EU's relations with the countries of Africa, the Caribbean and the Pacific and Latin America and using the example of a specific commodity, - understanding of the use of non-tariff barriers, especially the determination of rules of origin on specific examples. In case of successful mastery of the subject, students will acquire the following skills in particular: - the ability to use publicly available data in the field of international trade and to identify the potential of the EU's foreign trade activity (export or import) in a specific territory, - the ability to process the presentation and development of the EU's foreign trade relations and the position of the EU in the selected territory, - the ability to formulate recommendations for solving the current situation within the EU's foreign trade relations. In case of successful mastering of the subject, students acquire the following competences in particular:	

- the ability to work in teams as well as coordinate work in teams and solve tasks within teams,
- based on facts and data, the ability to defend the outputs of case studies for selected countries,
- the ability to critically evaluate the knowledge gained,
- the ability to think creatively and innovatively when looking for prospects for the development of the EU's foreign trade relations.

**Indicative content:**

The current situation in the development of the EU's foreign trade relations with selected countries and territories. The subject is thematically connected to the subject EU foreign trade policy, but in its content it focuses on the use of EU trade instruments in specific trade relations with a focus on non-tariff barriers within the framework of preferential and non-preferential agreements. The subject is primarily based on solving case studies and discussion.

**Support literature:**

1. KAŠŤÁKOVÁ, Elena - DRIENIKOVÁ, Kristína - ZUBAĽOVÁ, Ľubica. (2019). Impact of the Geopolitical Changes on the EU Foreign Trade Relations with Selected Territories : Implications for the Slovak Economy. Reviewers: 1st Edition. Saint Petersburg : Saint Petersburg University Press, 2019. 246 s.
2. ZUBAĽOVÁ, Ľubica. Zahraničnoobchodná politika EÚ : (vzťahy s vybranými regiónmi). 1. vyd. Bratislava : Vydavateľstvo EKONÓM, 2017. 166 s.
3. CADOT, Olivier. (2018). Reforming Non-Tariff Measures. From Evidence To Policy Advice. World Bank 2018.
4. GIUMELLI, Francesco. (2019). The Success of Sanctions: Lessons Learned from the EU Experience, Goutledge.
5. LAURSEN, Finn – ROEDERER-RYNNING, Christilla (Eds.) (2020). The EU and the New Trade Bilateralism. 21st Century Trade. Routledge, 170 p.
6. GIEG, Philip et al. (Eds.). (2021). EU-India Relations. The Strategic Partnership in the Light of the European Union Global Strategy. Springer Cham, 377 p.

**Syllabus:**

1. The EU's system of bilateral relations with individual countries/integration groups. Preferential vs. non-preferential relations.
2. Trade policy vs. common agricultural policy - specifics of the development of the EU's relations with the countries of Africa, the Caribbean and the Pacific and Latin America, using the example of trade in bananas.
3. Use of non-tariff barriers in trade with the EU - determination of rules of origin and their application in relation to individual territories.
4. Simplification of the rules of origin in trade relations with Jordan within the framework of the EU Jordan Compact Agreement.
5. Use of sanctions as a tool of trade policy in EU foreign trade policy.
6. Development of the EU's foreign trade relations with Iran in the context of the nuclear agreement and sanctions by the US and the EU.
7. Perspectives of the EU's foreign trade relations with Cuba.
8. Perspectives of the EU's foreign trade relations with the countries of the Eurasian Economic Union.
9. Meaning of preferential vs. non-preferential relations on the example of the countries of the eastern branch of the EU's neighborhood policy.
10. Perspectives of the EU's foreign trade relations with the USA.
11. Prospects for a free trade agreement between the EU and Indonesia.
12. Development and prospects of foreign trade relations and prospects of a free trade agreement with India.
13. Preferential trade relations of the EU on the example of a selected country.

<b>Language whose command is required to complete the course:</b> Slovak, English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 114					
A	B	C	D	E	FX
19.3	17.54	32.46	22.81	7.89	0.0
<b>Lecturer:</b> Ing. Ľubica Zubaľová, PhD., Ing. Kristína Drieniková, PhD.					
<b>Date of the latest change:</b> 04.04.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> SS OF/OB21_ZP036/22		<b>Title of course:</b> Final Thesis and its Defense			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 282					
A	B	C	D	E	FX
65.25	17.38	9.57	4.26	3.55	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 03.10.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21122/21	<b>Title of course:</b> Financial Transactions and Financing of International Trade
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 4 <b>Per course:</b> 26 / 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% written test 20% seminar work/assignment 60% written final exam	
<b>Student workload:</b> Total: study load 7 credits x 26 h = 182 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 52 hours Preparation for seminars: 26 hours Preparation for written test: 26 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students will possess following abilities: <ul style="list-style-type: none"><li>- basic knowledge on the current and historical system of exchange rates,</li><li>- the structure, items and importance of the country's balance of payments and trade,</li><li>- the principles for the functioning of financial markets and the use of specific financial operations,</li><li>- use of financial derivatives,</li><li>- export financing (short, medium and long term),</li><li>- credit insurance, international leasing and structured financing and infrastructure projects in relation to the rest of the world,</li><li>- institutional support for exports and foreign investments of domestic legal entities in EU/SK conditions.</li></ul> Students will obtain following skills: <ul style="list-style-type: none"><li>- use publicly available statistics on international trade,</li><li>- carry out analyses and calculations relating to financial operations, including forfaiting and calculation of the market price of interest securities (net present value) as well as decisions relating to the capital structure and the acquisition of foreign funds.</li></ul> Students will gain following competences: <ul style="list-style-type: none"><li>- identify, assess and correctly interpret the underlying aggregate macroeconomic variables linked to international trade (exchange rates, balance of payments),</li></ul>	

- identify appropriate financial market instruments related to international trade and propose an appropriate strategy for their use,
- on the basis of knowledge about short-, medium- and structured financing options, as well as international leasing and credit insurance, design effective solutions for needs arising in international trade.

**Indicative content:**

Currency and exchange rate. The country's balance of payments and trade. Financial markets and operations on financial markets. Financial derivatives. Options and hedging. Short-term export financing instruments. Export forfaiting and calculations in export financing. Credit insurance and foreign investment insurance of domestic legal entities. Medium- and long-term export financing instruments. International leasing. Structured financing of long-term projects abroad. Failed business financing. International regulation of direct taxes.

**Support literature:**

1. PAVELKA, Ľubomír, RUŽEKOVÁ, Viera, ZUBAĽOVÁ, Ľubica. Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ. Praha: Leges, 2021. 196 s. ISBN 978-80-7502-503-6
2. BODIE, Zvi - KANE, Alex - MARCUS, Alan. Investments. 13th edition. New York : McGraw-Hill, 2024. ISBN 978-1-266-83638-1.
3. CHOVANCOVÁ, Božena - MALACKÁ, Viera - ÁRENDÁŠ, Peter - KOTLEBOVÁ, Jana. Investovanie na finančných trhoch. 1. vydanie. Bratislava : Sprint 2, 2021. ISBN 978-80-89710-53-1.
4. MADURA, Jeff. International Financial Management. 14th Edition. Boston: CENGAGE, 2021. ISBN 978-0-357-13054-4.

**Syllabus:**

1. Currency and exchange rate: definition of currency and exchange rate, foreign exchange market and exchange rate, factors influencing the exchange rate, methods of determining the exchange rate, exchange rate regimes, ERM II.
2. Country balance of payments and trade: Definition of balance of payments, structure of balance of payments, current account and balance of payments accounts, balance and its interpretation, balancing process, balance of payments and exchange rate.
3. Financial markets and financial market operations: Definition of the financial market, types of financial markets, financial market instruments, aspects of trading on financial markets, long-term trends in financial markets, stock exchange trading.
4. Financial derivatives: Definition and reasons for financial derivatives, basic types of financial derivatives, currency derivatives, interest rate derivatives, equity derivatives, credit derivatives.
5. Options and hedging/hedging operations.
6. Short-term export financing instruments (export pre-financing, debt purchase and factoring, forfaiting, bills of exchange).
7. Export forfaiting and calculations in the field of export financing.
8. Credit insurance (insurance of receivables, insurance of foreign investments of domestic legal entities, insurance of political risks in international trade, insurance instruments of EXIMBANKA SR).
9. Medium-term financing tools for exports and foreign investments of domestic legal entities through EXIMBANKA SR and commercial banks in the Slovak Republic.
10. International leasing in the export of technologies, investment units and ways of securing it from the point of view of exporters.
11. Structured financing of long-term projects abroad (syndicated and consortium loans). Failed commercial financing and restructuring of non-standard receivables and failed investment projects



12. Provision of credit transactions, bank guarantees and credit frameworks of exposure from the point of view of corporate clients of banks. Current trends and concept of management collateral for credit, business and other contracts with an international element.

13. International direct tax adjustment, OECD Double Taxation Model Convention, OECD Transfer Pricing Guideline.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 175

A	B	C	D	E	FX
5.14	13.71	23.43	32.57	19.43	5.71

**Lecturer:** doc. Ing. Tomáš Výrost, PhD., doc. Ing. Ľuboš Pavelka, PhD., Ing. Matúš Žatko, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> KOVE FHI/ OIB21010/21		<b>Title of course:</b> Forecasting and Modeling in International Trade			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 0 / 2 <b>Per course:</b> 0 / 26 <b>Method of study:</b> present					
<b>Number of credits:</b> 3					
<b>Recommended semester/trimester of study:</b> 2.					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 15					
A	B	C	D	E	FX
6.67	0.0	46.67	20.0	26.67	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 10.03.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21127/21	<b>Title of course:</b> Foreign Trade in Practice
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% active participation in seminars 20% semester project and its presentation 60% final exam	
<b>Student workload:</b> Total: study load 6 credits x 26 h = 156 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Preparing of the semester project: 26 hours Preparation for the seminar written tests: 13 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students will possess following abilities: - understanding and transforming the knowledge and context from macro and microeconomic phenomena in the field of international trade acquired so far, financing of foreign trade and international transport into the real conduct of export and import trade operations, - the specific steps to be taken by the exporter within the preparation phase of both the export and import trade operation, the prevention of risks, - on the obligations of contractual security for exports and imports under the United Nations Convention on Contracts for the International Sale of Goods, - on the necessary requirements related to the practical conduct of the export as well as the import trade operation, such as preparation of accompanying documents, securing the international transport of goods, customs clearance of the shipment for export / import, financial security of payment for exported goods, etc. - on the method of evaluating the export / import trade operation and resolving complaints. Students will obtain following skills: - be able to orientate in an extensive legislative database conditioning the successful management of export and import trade operations on a specific market,	

- be able to carry out basic target market research, commodity research, price relations, assess appropriate forms of market entry,
- will be able to contract and secure export and import trade operations on their own.

Students will gain following competences:

- be able to take into account the specifics of foreign markets and carry out decision-making processes related to business partner selection, ensuring financial coverage of exports / imports, the form of entry into foreign markets, risk minimization,
- be able to handle challenging tasks in the field of economic practice associated with the conduct of international business and trade and after gaining longer-term experience be proficient specialists ready to handle managerial and management tasks in the field of international trade and international business management in companies operating within an international environment.

#### **Indicative content:**

Content of international trade agreements under the United Nations Convention on Contracts for the International Sale of Goods. Export trade operation and its phases with application to a specific export trade case (preparation phase, contractual security phase, implementation phase, evaluation). Import trade operation and its phases with an application to a specific import trade case (as well as for export one). Trading within the EU single market. Customs clearance of consignments for import and export. Complaint resolution and elimination of risks in the implementation of import and export trade operations.

#### **Support literature:**

1. RUŽEKOVÁ, Viera – PAVELKA, Ľuboš. Manuál exportéra: základná príručka obchodovania so zahraničím. Bratislava: Vydavateľstvo EKONÓM, 2023. 121 s. ISBN 978-80-225-5049-9.
2. BADE, Donna. L. Export/Import Procedures and Documentation. Harpercollins Leadership. 2022. 640 s. ISBN 9781400242399.
3. ICC. Incoterms 2020. International Chamber of Commerce. 2019.
4. KAŠŤÁKOVÁ, Elena – RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Bratislava: Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9.

#### **Syllabus:**

1. Introduction to the issue of foreign trade practice - input information about the subject, recapitulation and harmonization of context from the subject of international business operations, financial operations, international transport and logistics.
2. International trade agreement according to the United Nations Convention on Contracts for the International Sale of Goods, trade policy conditions for trade within the EU.
3. Export trade operation - preparation phase - territorial and commodity analysis of the market, demand, supply, preliminary price calculation, choice of delivery parity and implementation of transport, trade negotiations.
4. Export trade operation - contracting phase with a foreign partner and a domestic producer.
5. Export trade operation - implementation phase, preparation of accompanying documents, provision of limits, transportation of goods, customs clearance for export, financial securing of the case.
6. Export trade operation - evaluation, resolution of possible complaints.
7. Import trade operation - preparatory phase, demand, supply, preliminary price calculation, negotiations with a domestic customer / distributor, contractual provision of imports with a foreign partner and subsequently with a customer on the domestic market, or EU market.
8. Import trade operation - realization of import, preparation of documentation, customs negotiation for import, payment of the customs debt, sale of goods to domestic customer, evaluation of import and resolution of complaints.
9. The most common forms of financing an export and import trade operation, the choice of a suitable payment term, the advantage / disadvantage for the exporter and importer.

10. Customs clearance of consignments for import and export - detailed application of individual regimes to specific business cases in cooperation with the Customs Administration of the Slovak Republic.

11. Principles of trade within the EU single market, application to the implementation of a specific business case when sending goods and receiving goods within the EU.

12. Principles of trade within the EU single market, application to the implementation of a specific business case when sending goods and receiving goods within the EU.

13. Risks of the imports and exports realization, risk prevention, possible solution, elimination.

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

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 163

A	B	C	D	E	FX
13.5	30.06	31.29	19.02	5.52	0.61

**Lecturer:** doc. Ing. Viera Ružeková, PhD., Ing. Helena Vrábelová

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21137/21	<b>Title of course:</b> Intellectual Property Protection in International Trade
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% assignments during semester 30% semester project 60% final written exam	
<b>Student workload:</b>	
<b>Teaching results:</b> Students will possess following abilities: - in-depth knowledge of intellectual property protection applicable to international trade, - understanding the links between intellectual property protection and international trade, - knowledge and understanding of the procedures used to protect intellectual property at national, European and international level, - knowledge of relations to the related field of intellectual property law. Students will obtain following skills: - ability to actively acquire new knowledge and information e.g. from registers of industrial property rights, as well as the ability to analyze, integrate and use this information in the development of intellectual property protection strategy in international trade, - ability to creatively design and implement solutions relating to the protection of intellectual property in international trade, - ability to formulate recommendations for the implementation of intellectual property protection in international trade. Students will gain following competences: - ability to work in teams as well as coordinate work in teams in the field of study, - ability to make independent and responsible decisions in a changing international environment, - ability to think innovatively and creatively in designing a strategy for the protection of intellectual property in international trade, - ability to discuss professional opinions and present the results of own study and work.	
<b>Indicative content:</b> Protection of intellectual property in the Slovak Republic, in the European Union and abroad, copyright and industrial property rights, registers of rights and searches, strategy of intellectual property protection, commercialization of intellectual property, infringement of intellectual property rights.	

**Support literature:**

1. ADAMOVIÁ, Zuzana (2020). Právo duševného vlastníctva. TINCT. 224 s.
2. ADAMOVIÁ, Zuzana (2019). Nové technológie, internet a duševné vlastníctvo 3. Právnicka fakulta Trnavskej univerzity, 245 s. ISBN 9788056801819
3. STEWART, George (2020). International Trade and Intellectual Property. Routledge, 216 s. ISBN 9780367158996

**Syllabus:**

1. Introduction to the issue of intellectual property protection in international trade, its importance from a microeconomic and macroeconomic points of view, intellectual property in EU trade agreements.
2. Copyright and related rights in the Slovak Republic and in the international context, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
3. Patents in the Slovak Republic and in the international context, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
4. Utility models in the Slovak Republic and in the international context.
5. Designs in the Slovak Republic and in the international context, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
6. Trademarks in the Slovak Republic and in the international context, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
7. Geographical indications and designations of origin, traditional specialties guaranteed in the Slovak Republic and in the international context, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
8. Rights related to the logo, know-how, trade secret, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).
9. Registers of industrial property rights, searches – relevance for international trade.
10. Intellectual property protection strategy when penetrating new markets.
11. Commercialization of intellectual property - licensing, assignment of rights, establishment of a subsidiary.
12. Infringement of intellectual property rights, bodies ensuring the protection of intellectual property rights - courts, customs administration, technology transfer.
13. Presentation and discussion of semester projects.

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

Slovak

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

Total number of evaluated students: 123

A	B	C	D	E	FX
16.26	38.21	28.46	12.2	4.07	0.81

**Lecturer:** prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the

study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KOP OF/OOE21059/21	<b>Title of course:</b> International Business Law
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% evaluation of activity of students during semester 30% written test during semester 60% final oral or written exam	
<b>Student workload:</b> Total: study load 5 credits x 26 h = 130 hours Separate load for individual educational activities: Attendance at seminars: 52 hours Preparation for seminars: 13 hours Preparation for a written test during semester: 13 hours Preparation for the final exam 52 hours	
<b>Teaching results:</b> After completing the course, the students acquire especially following knowledge: - repeating and strengthening knowledge of the basic institutes of private law, - broad legal knowledge needed in practice in the field of international business and international trade, - in a broader context, understanding more complex legal institutes related to international trade and international business in general, i.e. in the areas according to the indicative content of the course After completing the course, the students acquire especially following practical skills: - the students understand that the regulation of international business is subject to international law, European Union law, particular national legal systems and non-state forms of regulation such as business practices or INCOTERMS. The students understand the hierarchy of these regulatory systems and can solve simple cases of conflict-of-law, - the students understand the method of determining the law applicable to the legal relationship, can define the criteria for selection of the appropriate legal form for starting an international business, identify appropriate type of securing of obligation in international financing, choose the appropriate contractual type for their transaction and identify its essentials, - the students understand the way and process of concluding contracts in international trade, understand the impact of public regulation of individual states on international trade (e.g. in the areas of international taxation, economic competition or money laundering),	

- the students have a basic overview of resolving disputes in international trade and know their advantages and disadvantages.

After completing the course, the students acquire especially following competencies:

- the students will gain the ability to work with applicable legislation governing international trade and international business,

- they can identify applicable international treaties, find them in respective databases and can identify their parties and assess whether they relate to the specific case,

- the students are also able to work with databases of European legislative acts ([www.eur-lex.eu](http://www.eur-lex.eu)) and Slovak legislation ([www.slov-lex.sk](http://www.slov-lex.sk)), can find the relevant legislation concerning the regulation of international trade and can read it with the knowledge of basic legal concepts and institutes.

**Indicative content:**

Legal systems of the world, differences between them and common features. Methods of solving of a conflict-of-law problem (conflict of different legal orders). Subjects of international business law, legal forms of business. Rights in rem in international trade. Intellectual property and its use in international trade. Obligation rights in international trade. Public regulation of international trade. Dispute resolution in international trade.

**Support literature:**

1. WINKLER, Martin - HARAĀALOVÁ, Dorota - HOLUB, Dušan - JURKOVIČOVÁ, Lujza - KROPAJ, Marián - MAGUROVÁ, Hana - SLEZÁKOVÁ, Andrea - VAČOKOVÁ, Lenka - VETERNÍKOVÁ, Mária. Právo v medzinárodnom obchode. Bratislava: Wolters Kluwer SR, 2021. 564 s. ISBN 978-80-571-0320-2

2. ERDOSOVÁ, Andrea – GARAYOVÁ, Lilla. Svetové právne systémy – základy komparatistiky. Praha: C. H. Beck, 2020. 208 s. ISBN 978-80-89603-91-6

3. FELLMETH, Aaron X. Introduction to International Business Transactions. Cheltenham – Northampton: Edward Elgar Publishing, 2020. 864 s. ISBN: 978-1-83910-741-2

4. FOLSOM, Ralph H. – VAN ALSTINE, Michael P. – RAMSEY, Michael D. Principles of International Business Transactions. St. Paul: West Academic Publishing, 2022. 786 s. ISBN: 978-1-64708-566-7

5. LYSINA, Peter - HAŤAPKA, Miloš, BURDOVÁ, Katarína a kol. Medzinárodné právo súkromné. 3. vydanie. Bratislava: C. H. Beck, 2023. 592 s. ISBN 978-80-8232-031-5

6. ROZEHNALOVÁ, Naděžda - VALDHANS, Jiří - KYSELOVSKÁ, Tereza.

Právo mezinárodního obchodu. 4. vydání. Praha: Wolters Kluwer, 2021. 524 s. ISBN 978-80-76760-46-2

**Syllabus:**

1. Concept, subject-matter and sources of international business law.

2. Legal systems of the world – civil law system.

3. Legal systems of the world – common law system and Islamic legal system.

4. Legal relations with a foreign element and methods of their regulation (direct method, conflict-of-law method).

5. Subjects of international business law, conflict-of-law rules for subjects of law.

6. Rights in rem in international trade, legal regulation of securities, conflict-of-law rules for the rights in rem.

7. Protection of intellectual property in international law and European Union law.

8. Obligations in international trade in general, conflict-of-law rules for obligations.

9. Contractual obligations in international trade – conclusion of contracts, their fulfillment and termination, the most important contracts concluded in international trade and their regulation 1.

10. Contractual obligations in international trade – the most important contracts concluded in international trade and their regulation 2.

11. Non-contractual obligations in international trade.

12. Regulation of international trade by public law regulations.  
13. Judicial and alternative dispute resolution in international trade.

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

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 192

A	B	C	D	E	FX
12.5	27.08	25.0	29.17	6.25	0.0

**Lecturer:** JUDr. Ing. Martin Winkler, PhD., JUDr. Lenka Vačoková, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21117/21	<b>Title of course:</b> International Business Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % active participation in seminars 20 % seminar work and its presentation 60 % final examination	
<b>Student workload:</b> Total: workload 6 credits x 26 h = 156 hours Division of individual educational activities: Participation in lectures: 26 hours Participation in seminars: 26 hours Preparation for seminars: 26 hours Preparation of seminar work: 26 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students acquire the following knowledge: - understanding the deepening internationalisation and globalisation of the business environment and its impact on decision-making and management of international firms, - understanding of the basic components of the success of companies in the international environment in the connection of strategy-business model-organization-management-innovation-responsible leadership, - an overview of the research methods used in the field. Students acquire the following skills: - ability to apply acquired knowledge and use best practices obtained from the subject to assess or solve managerial problems in an international environment, - the ability to assess and select appropriate management tools in the selection of the foreign market, the method of entry, the response to its cultural peculiarities, the establishment of an appropriate environment for innovation in the company, the management of people in the international environment and responsible behaviour towards consumers, employees and the environment, - selection of an appropriate research method for seminar work and its adequate presentation. Students acquire the following competencies: - critical and analytical thinking in the selection of foreign markets, methods of entry and management of corporate operations and human resources in the international environment,	

- synthetic thinking (knowledge synthesis, correct use of adequate methods and tools) leading to steps that condition the success of the company in the international environment,
- creative thinking and teamwork, the ability to create a concept of seminar work with a thorough analysis and interpretation of best practices of a selected internationally operating company
- discussion, correct and factual reasoning, presentation of the results of own research in the framework of seminar work and its advocacy in discussion with the instructor and colleagues in his own study group.

**Indicative content:**

Management of international business in the 21st century and its specifics. Institutional and cultural environment of international business, its evaluation and implications. Interrelationships between strategies, management, organisation, business models and innovations in doing business abroad. International human resources management, responsible leadership, diversity and creativity as important factors in international business. Small and medium-sized companies in international business, experience and lessons from internationalization of Slovak companies.

**Support literature:**

Knihy:

1. FERENČÍKOVÁ, Soňa – ZORKÓCIOVÁ, Otilia – PÁSZTOROVÁ, Janka – DRIENIKOVÁ, Kristína – GRACHOVÁ, Dagmar – HORTON, Soňa – KRAJČÍK, Daniel. Manažment medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2022. 336 s. ISBN 978-80-225-4960-8.
2. LASSERRE, Philippe. Global Strategic Management. UK: Bloomsbury Academic, 2022. ISBN 9781350932968.

Články:

1. ANDERSEN et al. (FERENČÍKOVÁ, Soňa). Careers in Context: An International Study of Career Goals#As#Mesostructure#between Societies' Career-Related Human Potential and Proactive Career#Behaviour. In#Human Resource Management Journal. -#Chichester :#Wiley-Blackwell. ISSN 1748-8583, 2020, vol. 30, no. 3, pp. 365-391 online.
2. DELLO RUSSO, Silvia et al. (FERENČÍKOVÁ, Soňa.)# Still Feeling Employable#With#Growing Age? Exploring the Moderating Effects of Developmental HR Practices and Country-Level Unemployment Rates in the Age - Employability Relationship. In#International Journal of Human Resource Management. -#London:#Taylor & Francis. ISSN 1466-4399, 2020, vol. 31, no. 9, pp. [1-42] online.
3. SCHUH, Arnold. Investment Attractiveness of Central and Eastern Europe for Western Multinational Firms in the Post-COVID-19 Era. COVID – 19 and International Business – Change of Era. Edited by Marinov, M., Marinova, S. Routledge 2021, pp. 339 – 348.

**Syllabus:**

1. Management of international business in the period of digitization and robotization.
2. Institutional context of international business, business environment and its evaluation.
3. Culture and implicit factors in international business, managerial implications.
4. Management of forms of entry to foreign markets in terms of costs and risks.
5. Business models, strategy, management, organization and their mutual international context.
6. Innovation management in international companies: internal components, models and strategies.
7. Innovation management in international companies: external components and open innovations.
8. Human resources management in international companies and its components.
9. Leadership, diversity and creativity in international companies: current challenges and challenges.
10. Leadership styles and their applicability in an international environment.

- 11. Ethical, social, environmental aspects and their management in international companies.
- 12. Small and medium-sized enterprises as multi-national firms: opportunities and barriers.
- 13. Internationalization of Slovak companies: trends, problems and perspectives.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 244

A	B	C	D	E	FX
8.2	11.48	26.23	36.48	15.16	2.46

**Lecturer:** prof. Ing. Soňa Ferenčíková, PhD., Ing. Kristína Drieniková, PhD., Ing. Daniel Krajčík, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21125/21	<b>Title of course:</b> International Business Strategy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% active participation and case study discussions 20% seminar paper 60% final exam	
<b>Student workload:</b> Total: study load 7 credits x 26 hours = 182 hours Separate study load for individual educational activities: Participation - lectures: 26 hours Participation - seminars: 26 hours Preparation for seminars: 30 hours Seminar paperwork: 30 hours Preparation for final exam: 70 hours	
<b>Teaching results:</b> Students will possess following abilities: - to understand latest trends in internationalization and globalization of business environment and their impact on management of international companies, - to understand the basic fundamentals of international success: strategic capability, partnership capability, staffing capability, learning capability and organizational capability, - to understand how to use research methods for identifying best practices significant for managing international companies. Students will obtain following skills: - to apply best practices from the course in decision-making process of international companies, - to apply problem-solving procedures in international companies, to evaluate the strategy and applied management tools and their accuracy in real cases, - to choose right methods for evaluating and choosing their strategic partners, - to judge the best ways for managing international staff in real cases and to get the ideas for creation of knowledge management systems in the companies, - to apply selected research methods at their work. Students will gain following competences:	

- critical and analytical thinking related the right choice of foreign market, suitable method of foreign market entry, option of a suitable strategy and fitting management tools for an international success,
- diagnostic and systematic thinking when evaluating each step of internationalization and ways how progress including the potential contribution of strategic partners and international staff,
- creative thinking, creation of the paper based on the right research method, its discussion and defense within the study group, and in discussion with the course teacher.
- readiness for discussion, correct and factual argumentation, presentation of the results of own research or project within the seminar work, its defense in a discussion with the teacher and colleagues in their own study group

**Indicative content:**

International business strategy and foreign direct investment in era of globalization. Changing pattern of FDI in 21st century. Managing international strategic partnerships, alliances, joint ventures, mergers and acquisitions. International human resource management as a success factor of international companies. Knowledge from internationalization processes and its management in international companies. Changes in international business strategy and management of the companies in post-covid era.

**Support literature:**

Knihy:

1. FERENČÍKOVÁ, Soňa – ZÁBOJNÍK, Stanislav – PÁSZTOROVÁ, Janka – HLUŠKOVÁ, Tatiana – KRAJČÍK, Daniel. Stratégia medzinárodného podnikania. Bratislava: Vydavateľstvo EKONÓM, 2021. 327 s. ISBN 978-80-225-4898-4.
2. VERBEKE, Alan – LEE, Ian. International Business Strategy. Cambridge : UP, 2021. 675 s. ISBN 9781108738378

Články:

1. ANDERSEN et al. (FERENČÍKOVÁ, #Soňa). Careers in Context: An International Study of Career Goals#As#Mesostructure#between Societies' Career-Related Human Potential and Proactive Career#Behaviour. In#Human Resource Management Journal. -#Chichester :#Wiley-Blackwell. ISSN 1748-8583, 2020, vol. 30, no. 3, pp. 365-391 online.
2. SCHUH, Arnold. Investment Attractiveness of Central and Eastern Europe for Western Multinational Firms in the Post-COVID-19 Era. COVID – 19 and International Business – Change of Era. Edited by Marinov, M., Marinova, S. Routledge 2021, pp. 339 – 348.

**Syllabus:**

1. VUCA world, internationalization, pandemic, globotics, digitalization: the implications for foreign-invested companies.
2. Trends in international business strategies: selected attitudes and dimensions.
3. Regionalization and Central and Eastern Europe in strategies of multinational corporations.
4. International strategic partnerships: alliances and joint ventures.
5. Critical issues of managing strategic partnerships.
6. International strategic partnerships: cross-border mergers and acquisitions.
7. Critical issues of managing cross-border mergers and acquisitions.
8. Due diligence in preparation of cross-border mergers and acquisitions.
9. Valuation and best practices from cross-border mergers and acquisitions.
10. International staffing: expatriation and localization in post-covid era.
11. Motivation and performance management in international context.
12. Talent and career management in multinational corporations.
13. International strategy of a selected Slovak company: lessons learned.

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



Slovak, English					
<b>Notes:</b>					
<b>Assessment of courses</b>					
Total number of evaluated students: 153					
A	B	C	D	E	FX
10.46	36.6	36.6	11.76	4.58	0.0
<b>Lecturer:</b> prof. Ing. Soňa Ferenčíková, PhD., Ing. Daniel Krajčík, PhD.					
<b>Date of the latest change:</b> 04.04.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21126/21	<b>Title of course:</b> International Business Strategy (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% active participation and case study discussions 20% seminar paper 60% final exam	
<b>Student workload:</b> Total: study load 7 credits x 26 hours = 182 hours Separate study load for individual educational activities: Participation - lectures: 26 hours Participation - seminars: 26 hours Preparation for seminars: 30 hours Seminar paperwork: 30 hours Preparation for final exam: 70 hours	
<b>Teaching results:</b> Students will possess following abilities: - to understand latest trends in internationalization and globalization of business environment and their impact on management of international companies, - to understand the basic fundamentals of international success: strategic capability, partnership capability, staffing capability, learning capability and organizational capability, - to understand how to use research methods for identifying best practices significant for managing international companies. Students will obtain following skills: - to apply best practices from the course in decision-making process of international companies, - to apply problem-solving procedures in international companies, to evaluate the strategy and applied management tools and their accuracy in real cases, - to choose right methods for evaluating and choosing their strategic partners, - to judge the best ways for managing international staff in real cases and to get the ideas for creation of knowledge management systems in the companies, - to apply selected research methods at their work. Students will gain following competences:	

- critical and analytical thinking related the right choice of foreign market, suitable method of foreign market entry, option of a suitable strategy and fitting management tools for an international success,
- diagnostic and systematic thinking when evaluating each step of internationalization and ways how progress including the potential contribution of strategic partners and international staff,
- creative thinking, creation of the paper based on the right research method, its discussion and defense within the study group, and in discussion with the course teacher.
- readiness for discussion, correct and factual argumentation, presentation of the results of own research or project within the seminar work, its defense in a discussion with the teacher and colleagues in their own study group

**Indicative content:**

International business strategy and foreign direct investment in era of globalization. Changing pattern of FDI in 21st century. Managing international strategic partnerships, alliances, joint ventures, mergers and acquisitions. International human resource management as a success factor of international companies. Knowledge from internationalization processes and its management in international companies. Changes in international business strategy and management of the companies in post-covid era.

**Support literature:**

Books:

1. HILL, Charles. International Business: Competing in the Global Market Place. 13th ed. Mc Graw-Hill, 2020 (selected chapters), ISBN-13:#978-1260262582.
2. VERBEKE, Alan – LEE, Ian. International Business Strategy. Cambridge : UP, 2021. 675 s. ISBN 9781108738378.

Articles:

1. ANDERSEN et al. (FERENČÍKOVÁ, Soňa – co-author). Careers in Context: An International Study of Career Goals as Mesostructure between Societies' Career-Related Human Potential and Proactive Career Behaviour. In Human Resource Management Journal. -Chichester: Wiley-Blackwell. ISSN 1748-8583, 2020, vol. 30, no. 3, pp. 365-391 online.
2. SCHUH, Arnold. Investment Attractiveness of Central and Eastern Europe for Western Multinational Firms in the Post-COVID-19 Era. COVID – 19 and International Business – Change of Era. Edited by Marinov, M., Marinova, S. Routledge 2021, pp. 339 – 348.

**Syllabus:**

1. VUCA world, internationalization, pandemic, globotics, digitalization: the implications for foreign-invested companies.
2. Trends in international business strategies: selected attitudes and dimensions.
3. Regionalization and Central and Eastern Europe in strategies of multinational corporations.
4. International strategic partnerships: alliances and joint ventures.
5. Critical issues of managing strategic partnerships.
6. International strategic partnerships: cross-border mergers and acquisitions.
7. Critical issues of managing cross-border mergers and acquisitions.
8. Due diligence in preparation of cross-border mergers and acquisitions.
9. Valuation and best practices from cross-border mergers and acquisitions.
10. International staffing: expatriation and localization in post-covid era.
11. Motivation and performance management in international context.
12. Talent and career management in multinational corporations.
13. International strategy of a selected Slovak company: lessons learned.

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

Slovak, English

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

Total number of evaluated students: 20

A	B	C	D	E	FX
40.0	20.0	35.0	5.0	0.0	0.0

**Lecturer:** prof. Ing. Soňa Ferenčíková, PhD., Ing. Daniel Krajčík, PhD.**Date of the latest change:** 22.02.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21130/21	<b>Title of course:</b> International Corporate Social Responsibility
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% active participation in seminars 30% seminar paper and its presentation 60% final exam	
<b>Student workload:</b> Total: study load of 3 credits x 26 hours = 78 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for the seminars: 10 hours Preparation for the final exam: 16 hours	
<b>Teaching results:</b> Students will possess following abilities: <ul style="list-style-type: none"> <li>- understand the important role that corporate social responsibility plays in conditional application of the principles of sustainable development in creating a competitive advantage for companies at international level,</li> <li>- identify the key socio-political-economic factors of the international macro-environment of companies, and the procedures by which companies should respond promptly and optimally to these changes in the intentions to apply socially responsible behaviour,</li> <li>- to analyse the most important elements of the microenvironment of companies in the context of the application of socially responsible behaviour, as well as in solving ethical dilemmas and examining the position and behaviour of individual stakeholders with a broader perspective to analyse the relationships of stakeholders to the company and vice versa,</li> <li>- understand the importance, correlation and relationships between the economic, social and environmental levels of corporate social responsibility and evaluate the level and depth of each level as well as their common strategy,</li> <li>- to differentiate the approaches, elements and ways of application of socially - responsible behaviour of companies in terms of their diversity: focus of business activity, size, industry, as well as their international operation.</li> </ul> Students will obtain following skills:	

- discuss the growing importance and importance of the application of moral and ethical principles in the formation of business strategies of companies,
  - identify the most important characteristics and elements of the macro and micro environment, accept them when creating business strategies in the intentions of sustainable development,
  - analyse and eruditely evaluate the importance of corporate social responsibility approaches and their optimal application in all phases of business activities in solving the business dilemma: profit, human-society, environment,
  - understand the essence of the role of all stakeholders in the application of socially responsible behaviour and apply it to the communication and relationship activities of the company at all levels.
- Students will gain following competences:
- in the sphere of macro and microenvironment, perform well-founded analyses of relevant variables, current, internationally recognized outputs, studies, materials and other databases and optimally respond to their influence in the creation and application of socially responsible behaviour of the company,
  - develop strategic thinking in the context of current complex problems and challenges of sustainable development in the context of knowledge acquisition how to apply the leadership skills needed to address ethical and moral dilemmas in business management and skills to optimally respond to their impact in creating business strategy by accepting current conditions as well as taking into account all stakeholders,
  - to objectively present, clearly communicate, argue and critically evaluate the acquired database of knowledge in optimal applications of creative changes in business strategy in international markets.

**Indicative content:**

Focusing on current conditions of corporate social responsibility in the context of applying the requirements of sustainable development and addressing ethical and moral principles in their business strategies. Evaluation of the dilemma of the business environment and the conflicting tendencies between the three basic levels of corporate social responsibility: profit, people – society and the planet – environment. Effective identification of hectically changing conditions of the international macro environment as well as the microenvironment of business entities, as well as various interests of stakeholders in relation to the application of social responsibility. Students are acquainted with the issue both on a theoretical level and on specific examples of practice.

**Support literature:**

1. JANOŠKOVÁ, Katarína (2019). Podnikateľská etika, 1. vydanie prvé. — Žilina : EDIS- vydavateľské centrum ŽU : Žilinská univerzita v Žiline, Fakulta prevádzky a ekonomiky dopravy a spojov.
2. KOUDELKOVÁ, Petra a kol. (2022). Společenská odpovědnost firem a organizací, Praha, Ekopress, 2022, 142 s.
3. KREUSCH Lisa,(2023) The Corporate Sustainability Reporting Directive (CSRD), July 24, 2023. Dostupné na: <https://plana.earth/academy/csrd-corporate-sustainability-reporting-directive>
4. McWILLIAMS Abigail, RUPP E. Deborah, SIEGEL S. Donald, STAHL Günter, WALDMAN A. David. (2019). The Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives, Oxford University Press, 2019, 720 ps.
5. MICHAELS Anne, GRUNING Michael. (2018). The impact of corporate identity on corporate social responsibility disclosure. [online]. International Journal of Corporate Social Responsibility, 3, 3 (2018), Dostupné na: <https://doi.org/10.1186/s40991-018-0028-1>, ISSN 0148-2963, <https://jcsr.springeropen.com/articles/10.1186/s40991-018-0028-1#Ack1>
6. PAVELKA, Ľuboš, RUŽEKOVÁ, Viera, ZUBAĽOVÁ, Ľubica. (2021). Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ, Praha: Vydavateľstvo LEGE, 196 s.

7. RECKMANN Nadia. (2023). What Is Corporate Social Responsibility?, Bussines News Daily, Sep 05, 2023. [online]. Dostupné na: <https://www.businessnewsdaily.com/4679-corporate-social-responsibility.html>
8. STEINHAUSER, Dušan PAVELKA, Ľuboš.(2021). Riadenie rizík v medzinárodnom obchode. Bratislava: Vydavateľstvo EKONÓM, 140 s.
9. STOBIERSKY Tim,(2021) What Is Corporate Social Responsibility? 4 Types, [online]. Harvard Business School- online, Apr 08 2021, Dostupné na: <https://online.hbs.edu/blog/post/types-of-corporate-social-responsibility>
10. VALÁŠKOVÁ, Katarína a kol. (2019). Podnikateľské riziko,1. vydanie. — Žilina : Žilinská univerzita v Žiline : EDIS-vydavateľské centrum ŽU, 193 strán.
11. ZORKÓCIOVÁ, Oľívia a PALUŠKOVÁ, Hana. (2019). Green Roof's Project - Environmental Solution for the People and the Company. In Management Mechanisms and Development Strategies of Economic Entities in Conditions of Institutional Transformations of the Global Environment. Scientific Council. Management Mechanisms and Development Strategies of Economic Entities in Conditions of Institutional Transformations of the Global Environment, Collective Monograph Riga : Landmark SIA.
12. ZORKÓCIOVÁ, Oľívia, PALUŠKOVÁ, Hana, NOGOVÁ, Kristína. (2019). The Growing Importance of Startups in the Competitive Environment of International Markets. In Organizational-Economic Mechanism of Management Innovative Development of Economic Entities, Collective Monograph in 3 Vol.. - Przeworsk : Wyższa Szkoła Społeczno-Gospodarcza.
13. ZORKÓCIOVÁ, Oľívia in FERENČÍKOVÁ Soňa a kol. (2022). Manažment medzinárodného podnikania, vydanie prvé., Bratislava, Vydavateľstvo EKONÓM, 336 s.
14. International Journal of Corporate Social Responsibility, (2018-2023) ISSN: 2366-0074 elektronické vydanie, <https://jcsr.springeropen.com/articles>

#### **Syllabus:**

1. Introduction to CSR, terminological definition, basic concepts, history (meaning and reasons for origin, terminological definition - main theoretical approaches and definitions derived from them - their common and different features, social responsibility and social sensitivity)
2. CSR and business ethics, CSR and corporate philanthropy (common and different characteristics with CSR, positives and negatives of business ethics and corporate philanthropy towards CSR, current intensity of using individual approaches in business entities of different sizes and in different industries)
3. Internal dimension of CSR (positives and negatives or strengths and weaknesses, internal environment of the company and application of CSR principles in business entities of different sizes and in different industries)
4. CSR in connection with the conditions of international business practice (marketing management and connections with CSR, companies, employees, market, community, environment)
5. Codes of ethics in companies, their implementation and evaluation in relation to CRM (Customer Relations Ship Management), Ethics program, implementation of ethics program (Implementation of Corporate Compliance)
6. Stakeholders (Stakeholders (the essence of the stakeholder concept, primary and secondary group of stakeholders, their needs, expectations, optimal dialogue, shareholders vs. stakeholders)
7. External dimension of CSR (positives and negatives or strengths and weaknesses, current global risks versus application of CSR principles in business entities of different sizes and in different industries)
8. Main pillars of CSR (tripple-botton-line - TBL, paradoxes of current solutions: profit-people-planet)
9. Environmental pillar of CSR (Environmental corporate responsibility, as one of the most resonant at present - the impact of economic activity of companies on sustainable development)

10. CSR procedures and principles of its application within the EU (current EU approach and its main pillars in the application of the concept of "Green Europe")
11. Monitoring, reporting and measuring corporate social responsibility (overview of reputable entities at the national and international level involved in measuring CSR and CSR indicators, public evaluation versus self-assessment of CSR by business entities themselves - positive and negative)
12. CSR and Marketing to the Bottom of Pyramid (responsible strategies of companies for the segment of the poorest countries - problems and starting points)
13. CSR in the broader dimensions of international business (international business and foreign investment in terms of CSR, ethics and moral hazard)

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

Slovak / English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 66

A	B	C	D	E	FX
34.85	30.3	30.3	1.52	3.03	0.0

**Lecturer:** doc. Ing. Oľívia Zorkóciová, PhD., doc. Ing. Dušan Steinhauser, PhD., doc. Ing. Ľuboš Pavelka, PhD., RNDr. Janka Pásztorová, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21135/21	<b>Title of course:</b> International Energy Market and Decarbonization
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% Semester work and its presentation 60% final exam (written test)	
<b>Student workload:</b> Total: study load 4 credits x 26 h = 104 hours Separate study load for individual educational activities: Attendance at seminars/lectures: 26 hours Preparation of the semester work and its presentation: 26 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students will possess following abilities: - to be familiar with the principles of trading on the international market with energy carriers and their implications for the energy policy of the Slovak Republic, - understand the development and state of play of the EU Energy Union, - EU decarbonisation policies and impacts on the competitiveness of the Slovak exports. Students will obtain following skills: - competently process information from international databases and reports in the field of the international energy market as well as specific energy carriers, - identify the impacts of regulation on business plan in the energy sector, - prepare an analytical document on the current state of a specific problem in the field of energy at the international level or within the Slovak Republic. Students will gain following competences: - a comprehensive overview of business opportunities arising from current trends in the international energy market, - understand the specificities and degrees of regulation in the energy market, - the ability to identify opportunities arising from EU funds allocated to the energy sector.	
<b>Indicative content:</b> International energy market with emphasis on the hydrocarbon market and the state of energy security in the Slovak Republic and the EU. Specific aspects of foreign trade in energy carriers of the Slovak Republic and impacts on foreign trade and its structure. Energy union, origin, pillars and decarbonisation initiative. The impact of decarbonisation measures and the Green Deal on the	

competitiveness of Slovak exporters via the obligation to trade emission allowances and bear the costs of supporting more extensive usage of renewable resources.

**Support literature:**

1. HAFNER, Manfred; TAGLIAPIETRA, Simone. (2020). The geopolitics of the global energy transition. Springer Nature.
2. KAŠŤÁKOVÁ, Elena a Matúš ŽATKO. (2018). Vplyv geopolitických zmien na potenciál zahraničnoobchodných vzťahov Slovenska s Ruskom. Bratislava: Vydavateľstvo EKONÓM, 109 s.
3. MIŠÍK, Matúš.#(013). Energetická politika v rozšírenej Európskej únii: roly a preferencie Českej republiky, Poľska a Slovenska. Praha: Ústav mezinárodných vzťahů. 2013. 205 s.
4. NIES, S. et al. The European Energy Transition: Actors, Factors, Sectors. European Energy Studies. Florence School of Regulation. Clays and Casteels Law Publishing. 2019. Leuven. 545 s. e-book: 9789077644591.
5. TICHÝ, Lukáš, et al. (2018). Vnitřní a vnější dimenze energetické politiky a bezpečnosti EU. Mezinárodní vztahy, 2018.
6. VAN DE GRAAF, Thijs; SOVACOOOL, Benjamin K. (2020). Global energy politics. John Wiley & Sons, 2020.

**Syllabus:**

- Current development of the international energy market according to IEA and EIA.
2. Energy policy and energy security of the Slovak Republic.
  3. The most important companies on the international energy market and foreign shareholders in the Slovak energy sector.
  4. Problems and challenges of the European energy market. Regulation of the international and national energy market.
  5. EU Energy Union.
  6. EU and Slovak energy policy, winter legislative package of the European Commission from 2016.
  7. International energy market with coal and oil, energy security of the Slovak Republic in the realm of oil supply.
  8. International energy market with natural gas, energy security of the Slovak Republic in the realm of natural gas supply.
  9. International energy market with nuclear fuel.
  10. International electricity market. Energy security of the Slovak Republic in the power industry and cross-border transmissions.
  11. Decarbonisation and renewable resources. The position of renewable sources in the energy balance of the Slovak Republic and the impacts on the competitiveness of industrial exporters in the Slovak Republic.
  12. Carbon tariffs and their importance in the EU's common commercial policy.
  13. Electromobility and its effects on the international energy market.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 65

A	B	C	D	E	FX
24.62	66.15	9.23	0.0	0.0	0.0

**Lecturer:** doc. Ing. Stanislav Zábojník, PhD., Ing. Viktória Peštová

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21118/21	<b>Title of course:</b> International Operations in Transport and Forwarding
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% active participation in seminars, solving case studies, their analysis, presentation and discussion 15% ongoing tests 15% project (PowerPoint presentation) its presentation and discussion 60% final written exam	
<b>Student workload:</b> Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars and solving case studies: 13 hours Preparation and processing of the presentation in Power Point: 10 hours Preparation for ongoing tests (control work): 15 hours Preparation for the final exam: 40 hours	
<b>Teaching results:</b> Students will possess following abilities: - on the underlying economic theories and methods, as well as the interrelationships that form the basis of global business operations in freight forwarding and logistics, - on international transport and forwarding chains in selected territories, - in the field of management of international transport, forwarding and logistic operations, as well as management of their risks – export, re-export, import and re-import, - on pricing in global freight forwarding chains, which reflects export, re-export, import, re-import management activities and is based on a managerial perspective, - concerning the structure of the international freight market, entities and contractual relations (named/unnamed contracts, outsourcing and incentive contracts), which regulate their functioning, - concerning positive and negative externalities in the international transport, forwarding and logistic markets. Students will obtain following skills: - to work actively with knowledge and information in the field of international transport, shipping and freight forwarding chains,	

- to creatively design solutions for the functioning and management of international markets for logistics service providers in the sense of the triangle of transport, freight forwarding and logistics operators (outsourcing/ insourcing in terms of increasing competitiveness and creating added value),
- to work with advanced technologies in highly competitive international freight forwarding (5PL, 6PL/ AI),
- to design solutions for creating simple business models in freight forwarding,
- concerning trade in smart connected products, which form the basis of innovation in international transport, freight forwarding and logistics.

Students will gain following competences:

- to think innovatively and creatively, to manage processes and teamwork in the field of international transport and freight forwarding chains,
- to negotiate the conditions of transport, freight forwarding, logistics, warehousing and management of the freight forwarding chain, conclude outsourced logistics contracts, critically assess, manage and evaluate their performance and success,
- to communicate and present expert opinions in the field of contractual relations, prices of global logistics transactions, liability, transaction mechanism, delivery and financing axis, transfer of ownership of goods between EXW and DDP clauses according to INCOTERMS 2020.

#### **Indicative content:**

Theoretical background of international transport, shipping and forwarding, international operations in global supply chains, international shipping and forwarding market (demand, supply and export price calculation), positive and negative externalities of international shipping, forwarding and logistics markets with a focus on ecology, ethics, innovation and added value, business models in forwarding and transport.

#### **Support literature:**

1. KHÚLOVÁ, Lucia. Manažment obchodných operácií v doprave, zasielateľstve a logistike: (prípadové štúdie). Bratislava: Vydavateľstvo EKONÓM, 2023. 75 s. ISBN 978-80-225-5066-6.
2. CHRISTOPHER, Martin. Logistics & supply chain management. 4th ed. Harlow: FT Prentice Hall/Pearson Education, 2011. 276 s. ISBN 978-0-273-73112-2.
3. GNAP, Jozef – POLIAK, Miloš – SOSEDOVÁ, Jarmila – JAGELČÁK, Juraj. Zasielateľstvo. 3. aktualizované a doplnené vydanie. Žilina: EDIS-vydavateľské centrum ŽU, 2021. 262 s. ISBN 978-80-554-1771-4.
4. KAŠŤÁKOVÁ, Elena – RUŽEKOVÁ, Viera – KHÚLOVÁ, Lucia – PÁSZTOROVÁ, Janka. Dovožné a vývozné obchodné operácie. Bratislava: Vydavateľstvo EKONÓM, 2022. 219 s. ISBN 978-80-225-5031-4.
5. SOLER, David. Practical Guide to the Incoterms 2020 rules. Marge Books, 2021. 132 s. ISBN 9788418532856.

#### **Syllabus:**

1. International transport and logistics, transport and freight forwarding chains in selected territories and in current research: Porter, Kindleberger, Krugman, Coase, Williamson.
2. The position of freight forwarding and logistics chains in the fragmentation and participation of global production in business operations.
3. The process of outsourcing/ offshoring in global freight forwarding and logistics chains: relations between the actors of the global freight forwarding chain.
4. Innovations and risks related to the “internetisation” of supply chains in international trade (through 5PL and 6PL operators/ AI).
5. The position of transport in freight forwarding chains: transport and shipping strategies, processes and activities within the technology of foreign trade operations.

6. International freight forwarding market: demand, supply, contract, price in international trade operations in transport and freight forwarding.
7. Nuclear competencies of shippers in the process of international business operations – material, information and financial flows.
8. International contract freight forwarding and logistics in global trade: 3PL, 4PL, triangle of transport, forwarding and logistics providers.
9. Freight forwarding in exports and its impact on the calculation of the export price – the dynamics of transaction costs and their impact on the competitiveness of business entities.
10. Ecological aspects of current international transport and global transportation chains, their importance and specifics.
11. Phenomena of knowledge, information and ethics as aspects of international business activities in transport and freight forwarding.
12. Structure and added value in freight forwarding chains and the contribution of transport and freight forwarding to the international trade in value-added goods (TiVA-OECD).
13. Business modes in international freight forwarding and externalities resulting from the transaction mechanism: critical analysis of the most important business models used in freight forwarding practice, new challenges and trends.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 240

A	B	C	D	E	FX
11.67	12.08	27.5	34.58	11.67	2.5

**Lecturer:** Ing. Lucia Khúlová, PhD., Ing. Dagmar Grachová

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21119/21	<b>Title of course:</b> International Payments
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% participation in seminars 30% semester project 60% final exam	
<b>Student workload:</b> Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for the final exam: 13 hours Semester work processing: 22 hours Preparation for the final exam: 43 hours	
<b>Teaching results:</b> Students will possess following abilities: - basic knowledge of the current system of international payments, payments in the SEPA area in EUR as well as the implementation of payments in foreign currencies, - knowledge of documentary payment instruments, the use of bills of exchange and checks in international trade, including knowledge of the relevant legislation and international rules for their use, - knowledge of the functions, requisites and use of payment and non-payment bank guarantees in contracts with an international element of risks associated with the issuance and enforcement of claims of beneficiaries arising therefrom. Students will obtain following skills: - the ability to competently assess the benefits of a particular payment term and propose a specific solution, - the ability to identify the credit and payment risks incurred in trading with foreign partners and to eliminate them through banking and insurance instruments (especially bank guarantees) as well as to design and defend relevant hedging instruments, - ability to communicate key questions and arguments in written and oral form at a professional level,	

- the ability to demonstrate creativity and individual curiosity in the application and synthesis of knowledge as well as problem solving in new and diverse situations,
- work effectively as an individual and in a team.

Students will gain following competences:

- the ability of the independent concept of payment terms in domestic and international trade contracts in accordance with the observance of the principles of prudent business in order to eliminate the risks incurred,
- the ability to communicate independently with domestic and foreign financial institutions in connection with the implementation of payment or other financial operations in relation to the corporate environment,
- the ability to independently and responsibly make decisions in business activities and to bear the consequences for their activities, which relate to the financial consequences of contracts in supplier-customer relations and relations with banks, insurance companies and other financial institutions,
- based on knowledge of the possibilities to propose effective solutions for the needs arising in international trade in the phase of preparation, implementation as well as recovery of related receivables or settlement of liabilities.

**Indicative content:**

Use of payment systems in international payments. Legislation in the field of international payments. SEPA instruments for the execution of payments in euro. Selection of payment and security instruments in international trade. Non - documentary payments in international trade. Bills of exchange and their use in international trade. Checks in international trade. Documentary collections in international contracts. Documentary letters of credit in domestic and international contracts. Payment bank guarantees in contracts with an international element. Non - payable bank guarantees for contracts with an international element. Tools to eliminate fraud in the use of international payments. Consumer protection in the field of international payments and financial services.

**Support literature:**

1. RUŽEKOVÁ, Viera – PAVELKA, Ľuboš. Manuál exportéra: základná príručka obchodovania so zahraničím. Bratislava: Vydavateľstvo EKONÓM, 2023. 121 s. ISBN 978-80-225-5049-9.
2. BENSON, C. Global Payments: And the Fintech Innovations Changing the Industry Paperback. San Mateo, California: Glenbrook Publishing, 2020. 92 s. ISBN 9780982789766.
3. PAVELKA, Ľuboš - RUŽEKOVÁ, Viera - ZUBALOVÁ, Ľubica. Inštitucionálna podpora financovania exportu a zahraničných investícií vo vybraných krajinách EÚ.1. vydanie. Praha: Leges, 2021. 196 s. ISBN 978-80-7502-503-6.
4. SANG, MAN KING. Payment Methods and Finance for International Trade 1st ed., Berlin: Springer Publisher Edition, 2021. 239 s. ISBN 9789811570391.

**Syllabus:**

1. Use of payment systems in international payments (MPS): the importance of correspondent banking in the field of MPS.
2. Legislation in the field of international payments: Rights and obligations of participants in transactions with an international element arising from Slovak and international legislation and the Uniform Customs and Rules of the International Chamber of Commerce Paris.
3. SEPA instruments in the execution of payments in euro: execution of payments and other payment instruments in the conditions in the SEPA area.
4. Selection of payment and security instruments in international trade: The strategy of choosing the optimal instruments from the point of view of the exporter and importer and their impact on receivables and payables in contracts with an international element.



5. Non-documentary payments in international trade: Execution of payments in foreign currency from the point of view of companies and participating banks, including tools for digitization of financial services in the field of corporate banking.
6. Bills of exchange and their use in international trade: Issuance and use of bills of exchange in international and domestic trade and elimination of risks associated with them and hedging bills of exchange in trade and credit relations.
7. Checks in international trade and their use in the field of corporate banking.
8. Documentary collections in international contracts: Implementation of international contracts using documentary collections and elimination of related risks.
9. Documentary letters of credit in domestic and international contracts: blockchain letters of credit from the point of view of corporate clients and their banks.
10. Payment bank guarantees in contracts with an international element: Use of abstracts and special payment guarantees in international and domestic trade and credit operations, special types of bank guarantees as a form of institutional support for small and medium-sized enterprises.
11. Non-payment of bank guarantees in contracts with an international element: Bank guarantees for non-payment obligations arising from international contracts and special types of bank guarantees.
12. Tools to eliminate fraud in the use of international payments: Ways of eliminating risks and fraud associated with the submission of counterfeit banking instruments and checking the creditworthiness of banking entities.
13. Consumer protection in the field of international payments and financial services: Resolution of disputes in the business relations of companies with banks and financial consumers

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 240

A	B	C	D	E	FX
19.58	25.83	22.92	14.58	16.67	0.42

**Lecturer:** doc. Ing. Ľuboš Pavelka, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21123/21	<b>Title of course:</b> International Trade Operations
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 7	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % continuous written test 20 % semestral work and its presentation 60 % final written exam	
<b>Student workload:</b> Total: study load 7 credits x 26 h = 182 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparations for seminars: 13 hours Elaboration of a semestral project: 23 hours Preparation for written verification of knowledge: 24 hours Preparation for the final exam: 70 hours	
<b>Teaching results:</b> Students will possess following abilities: - ability to understand the issues of international trade operations, - overview, categorization, and regulation of international trade operations, - to provide contractually various forms and specifications for international trade operations. Students will obtain following skills: - to propose and evaluate solutions to problems arising in the field of international trade operations, - to formulate recommendations for the development of individual types of trade operations, - to carry out international trade operations and evaluate the solutions adopted in several areas of international trade, - to create separate implementation projects and evaluation procedures for activities in the field of international trade operations. Students will gain following competences: - the autonomy and foresight of the various situations in the field of international trade operations, - initiative and responsibility for the management of working team during the realization of business operations in the international environment, - to present professionally the results obtained from practice to the professional public.	
<b>Indicative content:</b>	

Principles of trading in the Slovak Republic after accession to the EU, regulation of international trade operations, classification of international trade operations, barter and compensation transactions, special types of trade operations, international auctions, stock exchanges, tenders and electronic trading, intermediary relations in international trade operations, payment and delivery conditions, other conditions of delivery, accompanying documents in international trade and individual stages of export and import trade operation.

**Support literature:**

1. KAŠŤÁKOVÁ, Elena - RUŽEKOVÁ, Viera. Medzinárodné obchodné operácie. Bratislava : Vydavateľstvo EKONÓM, 2019. 200 s. ISBN 978-80-225-4611-9.
2. KAŠŤÁKOVÁ, Elena – BARINKOVÁ, Natália. Potenciál Strednej Ázie v zahraničnom obchode Slovenskej republiky. Bratislava : Vydavateľstvo EKONÓM, 2021. 124 s. ISBN 978-80-225-4882-3.
3. KAŠŤÁKOVÁ, Elena - LUPTÁKOVÁ, Anabela. Position of the Russian Federation in the Foreign Trade of the Visegrad Group Region. Praha : GUPRESS, 2020. 137 s. ISBN 978-80-904926-6-0.
4. RUŽEKOVÁ, Viera – PAVELKA, Ľuboš. Manuál exportéra : základná príručka obchodovania so zahraničím. Bratislava : Vydavateľstvo EKONÓM, 2023. 121 s. ISBN 978-80-225-5049-9.
5. SEYOUM, Belay. Export–Import Theory, Practices, and Procedures (4th ed.). Publisher : Taylor and Francis, 2021. 670 s. ISBN 978-10-030-2050-9.
6. SZATMÁRI, Zsolt. Global Trade and Customs. A Practical Comparison of Major Jurisdictions. Amsterdam: IBFD, 2020. 716 s. ISBN 978-90-8722-626-8.

**Syllabus:**

1. Principles of trade in the Slovak Republic after accession to the EU. Changes in trade in the Slovak Republic since accession to the EU, development of foreign trade of the Slovak Republic, export support, territorial strategies of Slovak exports.
2. Regulation of international trade operations. Tariff and non-tariff regulation. EU Customs Codex, TARIC, EU Generalized Scheme of Preferences.
3. Classification of international trade operations. Division of individual types of trade operations.
4. Basic types of business operations. Re-export, barter and compensatory trades and their use in international trade.
5. Special types of trade operations. Parallel trades, repurchases, offsets, processing operations. Their use and current development trends.
6. International auctions, stock exchanges, tenders, and electronic trading. Current development trends.
7. Intermediary relations in international trade operations. Direct and indirect trading methods. Forms of entering foreign markets.
8. Payment condition in international trade. Documentary and non-documentary payments. Other financing options.
9. Delivery condition in international trade. Delivery parity according to INCOTERMS 2020. Delivery time. Insurance and packaging and marking of goods.
10. Other conditions of delivery in international trade. Complaints about goods, penalties, quantity tolerance, the possibility of withdrawal from the contract and compensation for damage, force majeure, resolution of any dispute and more.
11. Accompanying documents in the realization of international trade operations. Division and characteristics of accompanying documents and their importance in the realization of business operations.
12. Individual stages of the export trade operation: preparation, contracting, realization and termination of the export trade operation.

13. Individual stages of the import trade operation: preparation, contracting, realization and termination of the import trade operation.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 202

A	B	C	D	E	FX
32.67	26.73	21.78	14.36	3.96	0.5

**Lecturer:** doc. Mgr. Elena Kašťáková, PhD., doc. Ing. Viera Ružeková, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21217/21	<b>Title of course:</b> Quality Management in International Companies
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% semester project 60% written exam	
<b>Student workload:</b>	
<b>Teaching results:</b> <b>Knowledge</b> By completing the course, students gain knowledge about the significance and historical development of quality; accordingly, on quality management concepts, models and tools in international companies; the interrelationship between quality management and international ISO standards; application of selected quality management standards on the example of a specific industry, e.g. automotive industry. <b>Skills</b> By completing the course, students will acquire skills related to the process of applying quality management systems, tools and techniques of quality management in the practice of international companies. Based on the acquired knowledge, they will be able to identify problems and errors in improving quality in the companies and developing suggestions on how business leaders can plan and implement quality management strategies to gain and maintain a competitive advantage in current global business relationships, or by transforming customer requirements into product parameters (as a basis for increasing the quality of products and services offered). <b>Competences</b> By completing the course, students will gain the ability to creatively and critically, independently solve problems related to product quality, the functioning of quality management systems, develop and initiate proposals to improve product quality, cooperate in a team.	
<b>Indicative content:</b> The course deals with the issue of quality management in international companies - the nature and importance of quality itself; quality standards; diverse concepts, models and tools of quality management; and, last but not least, cultural barriers to quality management in international trade.	
<b>Support literature:</b> 1. Bruhn, M. (2023). Quality Management for Services. Berlin: Springer. 2. Jarossová, M. A. (2023). Manažment kvality. Bratislava: Vydavateľstvo EKONÓM.	

3. Kapsdorferová, Z., Švikruhá, P. (2020). Manažment kvality (Vydanie druhé prepracované a doplnené). Slovenská poľnohospodárska univerzita v Nitre.
4. Kounis., L. (2018). Quality Management. Systems Selective Presentation of Case-studies Showcasing Its Evolution. Intechopen
5. Markulik, Š., Turisová, R., & Vrabeľová, A. (2022). Manažérstvo kvality. Willcom, s.r.o.
6. Maleyeff., J. Quality Service Management. (2022). Taylor & Francis Ltd.
7. Parson., S. (2022). Quality Management for Organizational Excellence. Clanrye International.
8. Tricker, R. 2019. Quality Management Systems. A Practical Guide to Standards Implementation. United Kingdom: Taylor & Francis Ltd.
9. Sartor, M., Orzes, G. 2019. Quality Management: Tools, Methods, and Standards. United Kingdom: Emerald Publishing.
10. Šatanová, A., Mokrišová, V. (2020). Manažérstvo kvality. Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove.

### Syllabus:

1. The essence of quality, its importance. Quality development. Quality 4.0.
2. Quality management in international companies.
3. Cultural barriers in the management of foreign subsidiaries of multinational companies.
4. Concepts of quality management - TQM, Six Sigma. Quality models (EFQM, CAF and others).
5. Economic aspects of quality management - quality costs.
6. The quality management system according to the international standard ISO 9001. Principles of quality management. Process approach.
7. The environmental management system according to the international standard ISO 14001 and the Community scheme for environmental management and audit (EMAS).
8. Quality management standards in the automotive industry and the supply chain.
9. Audit of management systems according to international ISO standards.
10. Seven old quality management tools - Frequency diagram, Histogram, Control diagram, Ishikawa diagram, Pareto diagram, Flow chart, Correlation chart.
11. Seven new quality management tools - Affinity diagram, Relational diagram, Tree diagram.
12. Case study using selected old and new quality management tools.
13. Quality house - a transformation of customer requirements into product parameters. QFD - Quality Function Deployment. Kano Model.

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

Slovak / English

### Notes:

selected seminars will be attended by experts from the business practice

### Assessment of courses

Total number of evaluated students: 56

A	B	C	D	E	FX
69.64	21.43	8.93	0.0	0.0	0.0

**Lecturer:** Ing. Renáta Ševčíková, PhD., doc. Dr. Ing. Malgorzata Agnieszka Jarossová

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof.

Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21124/21	<b>Title of course:</b> Risk Management in International Business
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% semester work, presentation and discussion 20% continuous written verification of knowledge 60 % written exam.	
<b>Student workload:</b> Total: study load 5 credits x 26 h = 130 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 17 hours Processing of semestral project: 20 hours Preparation for continuous written verification of knowledge: 17 Preparation for the final exam: 24 hours	
<b>Teaching results:</b> Students will possess following abilities: - students shall be familiar with the issue of risk management in international trade, including risk analysis, monitoring, assessment, and mitigation; theoretically acquainted with risk management strategies and risk classification, - they will analyse the issue of risk management in international trade against a background of a new institutional economic theory and against a background of transaction cost theory based on a new institutional economic theory, - students will control the possibilities of implementing risk management as so-called governance structures or tools to secure specific transactions in practice according to a new institutional economic theory based on economic reality (imperfect information, opportunism, and specific assets), - the international environment of the company is a source of risk, especially in the distribution of the theoretical, market, commercial and operational risks or specific risks; students gain theoretical knowledge of risk breakdown in international trade. Students will obtain following skills: - based on risk arising from the international environment, students acquire skills in risk awareness, analysis, monitoring, evaluation, and risk mitigation skills,	



- students learn the need for prudential business and trading in relation to business partners,
- students will be able to carry out quantitative analysis, in particular cross-sectional data, as a useful tool for reducing imperfect information,
- students will learn the need to implement the principles of corporate governance, which, although largely on a voluntary basis in the form of principles, takes the form of an obligation based on a certain type of companies from the Act on Accounting; corporate governance principles are part of the ethical and marketing program in companies, including risk management.

Students will gain following competences:

- in accordance with the graduate profile, the ability to make independent and responsible decisions in a changing international environment,
- prudence in business,
- perception, anticipation, and reduction of risk,
- basic analytical competences,
- transparency in business,
- sustainability of the business,
- management of the crisis in international trade and business.

### **Indicative content:**

Application of theoretical basis of the new institutional economic theory and transaction cost theory. Analysis, monitoring and risk assessment in accordance with ISO 31 000 – Risk Management. The basics of quantitative analysis, as a useful tool for reducing information asymmetry and imperfect information, in line with the new institutional economic theory. Knowledge of the different types of risks occurring in international trade, including their mitigating (territorial, market, commercial, operational risks). Crisis management at the company. Corporate governance, Risk management as a preventive tool for the emergence of economic crises.

### **Support literature:**

1. STEINHAUSER, Dušan – PAVELKA, Ľuboš. Riadenie rizík v medzinárodnom obchode. Bratislava: Vydavateľstvo EKONÓM, 2021. 139 s. ISBN 978-80-225-4804-5.
2. DINIS, Ana Arromba – DAVID, Fátima – PEREIRA, Liliana – DIAS, Sara Luís. Taking on Climate Change Through Green Taxation [online]. IGI Global, s. 318-334. Advances in Public Policy and Administration. 2023. DOI: 10.4018/978-1-6684-8592-7.ch014. ISBN 9781668485927. Dostupné na internete: <https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.401>
3. GARRIDO RAMOS, Delfina Gabriela –ALMEIDA, Luis. Risk Management: An Overview [online]. Nova Science Publishers, 2021. DOI: 10.52305/HNYO7041. ISBN 9781685071776.
4. STEINHAUSER, Dušan. Vplyv pandémie ochorenia Covid-19 na medzinárodný obchod, podnikanie a operačné riziko vo firmách: monografia. [CD-ROM]. Bratislava: Vydavateľstvo EKONÓM, 2021, 89 s. ISBN 978-80-225-4808-3.
5. VESELOVSKÁ, Lenka – JANIČKOVÁ, Jana. Vybrané metódy, techniky a prípadové štúdie z manažmentu. Banská Bystrica: BELIANUM, 2022, 113 s. ISBN 978-80-557-1955-9.

### **Syllabus:**

1. Introductory lecture, subject requirements, history of risk and theoretical backgrounds.
2. New institutional economic theory and transaction cost theory in the application for risk management in international trade.
3. Nature and breakdown of risks.
4. Risk matrix (ISO 31 000), analysis, quantification, monitoring and risk mitigation.
5. Sources and collection of information, databases of national and transnational organizations such as the Statistical Office of the Slovak Republic, EUROSTAT, World Bank Group Database, UNCTADStat, OECD Database, the Heritage Foundation Index of Economic Freedom and others.

6. Basics of quantitative analysis.
7. Basic regression analysis of cross-sectional data, intra-and extrapolation, basic statistical errors and assumptions, error of heteroscedasticity, collinearity, normal distribution of residues.
8. Territorial and market risks. External and internal policy risks, commercial policy risks, sales, purchase risk, price change risk, exchange rate, inflation and interest rate risk, risk of changes in other conditions of sale and changes in the level of transport costs.
9. Commercial risks. Risk of non-acceptance of goods, risk of non-payment, merchandise, and transport risk.
10. Methods for quantifying exchange rate risk.
11. Corporate governance.
12. Operational risks, personnel, and legal risks. Crisis management in the company, crisis in the company.
13. Position of risk management in the prevention of economic crises and Global Risks Report of the World Economic Forum.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 163

A	B	C	D	E	FX
50.92	27.61	20.86	0.61	0.0	0.0

**Lecturer:** doc. Ing. Dušan Steinhauser, PhD.

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> D OF/ OOZ21005/21	<b>Title of course:</b> Seminar for the Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"><li>- elaboration of bibliography for the final work</li><li>- elaboration of a project that captures the key areas of processing the final work</li><li>- choice of final work methods</li><li>- elaboration of the structure of the main chapters and subchapters of the final work</li><li>- preparation of the defense of the final thesis - presentation of the final thesis</li></ul>	
<b>Student workload:</b> Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
<b>Teaching results:</b> <ul style="list-style-type: none"><li>- to point out the possibilities of applying theoretical knowledge in the final work on specific examples</li><li>- creatively formulate assumptions for solving the problem</li><li>- choose appropriate procedures, research questions and hypotheses</li><li>- learn to interpret (in writing and in words) the acquired knowledge</li></ul> After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"><li>- collect, interpret and process professional literature</li><li>- formulate problems</li><li>- creatively design procedures for solving research problems</li><li>- apply the acquired knowledge in solving related professional problems</li><li>- Demonstrate the stylizing skills needed to write a professional text</li></ul>	
<b>Indicative content:</b> Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
<b>Support literature:</b>	

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

**Syllabus:**

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

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 503

NZ	Z
1.99	98.01

**Lecturer:**

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> D OF/ OOZ21006/21	<b>Title of course:</b> Seminar for the Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"><li>- elaboration of bibliography for the final work</li><li>- elaboration of a project that captures the key areas of processing the final work</li><li>- choice of final work methods</li><li>- elaboration of the structure of the main chapters and subchapters of the final work</li><li>- preparation of the defense of the final thesis - presentation of the final thesis</li></ul>	
<b>Student workload:</b> Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
<b>Teaching results:</b> <ul style="list-style-type: none"><li>- to point out the possibilities of applying theoretical knowledge in the final work on specific examples</li><li>- creatively formulate assumptions for solving the problem</li><li>- choose appropriate procedures, research questions and hypotheses</li><li>- learn to interpret (in writing and in words) the acquired knowledge</li></ul> After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"><li>- collect, interpret and process professional literature</li><li>- formulate problems</li><li>- creatively design procedures for solving research problems</li><li>- apply the acquired knowledge in solving related professional problems</li><li>- Demonstrate the stylizing skills needed to write a professional text</li></ul>	
<b>Indicative content:</b> Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
<b>Support literature:</b>	

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

**Syllabus:**

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

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 349

NZ	Z
0.86	99.14

**Lecturer:**

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> SS OF/I21MMO_046/22		<b>Title of course:</b> State Exam			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b> 3., 4..					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 92					
A	B	C	D	E	FX
44.57	21.74	14.13	11.96	7.61	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 08.03.2023					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21128/21	<b>Title of course:</b> Territorial Analyses in International Business
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% active participation within seminars 30% semester work and its presentation 60% final exam	
<b>Student workload:</b> Total: study load 6 credits x 26 h = 156 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Preparation for the semester work: 39 hours Preparation for the final exam: 52 hours	
<b>Teaching results:</b> Students will possess following abilities: - understanding of current trends in the territorial structure of international trade and foreign direct investment, export potential in non-OECD countries, - on macroeconomic approaches to the assessment of foreign markets with export / import potential, - on specific foreign markets which, due to the specifics of the macro-environment, are problematic for the foreign trade activities of small and medium-sized enterprises, - on the system and possibilities of using economic diplomacy services for small and medium-sized enterprises, - trade practices and specifics in the institutional organization of foreign trade of promising export markets. Students will obtain following skills: - use publicly available as well as paid databases in the field of international trade and identify the potential of foreign trade activity (export or import) in a specific territory, - work with platforms for foreign trade business opportunities at the international level, - process a basic survey of potential suppliers and customers together with a price analysis in a specific foreign market through an e-commerce platform,	



- independently prepare analytical material (economic information on the territory) on the specifics of foreign trade or investment activity in a specific foreign market with an emphasis on opportunities and risks.

Students will gain following competences:

- having taken into account the specifics of foreign markets in foreign trade activities (economic, institutional, legislative and regulatory, monetary, cultural, religious, etc.),
- orientation in advanced databases of international trade statistics (OECD, ITC, WTO, UNCTAD, etc.) as well as analytical materials of fundamental importance in the field,
- work at managerial level with studies and materials related to territorial specificities,
- based on facts and data, argue factually and think in the context of the preparation and implementation of a business case in the markets of selected third countries,
- critical evaluation, synthesis of theoretical knowledge and interpretation of analytical outputs,
- communication and presentation of the results of a comprehensive analysis of foreign territory.

**Indicative content:**

Territorial structure and current trends in the development of international trade. The system (model) of economic diplomacy and the use of its services by small and medium-sized enterprises. Foreign trade characteristics, trade practices and specifics of the territory of the PRC, the Russian Federation, Brazil, India, Japan, South Korea, the Arab countries and the countries of Southeast Asia. Implementation of the specifics of the territory and the structure of foreign trade for the export / import plan into the given territory

**Support literature:**

1. RUŽEKOVÁ, Viera – ZÁBOJNÍK, Stanislav – HRINKO, Ján. Ekonomická diplomacia a teritoriálne analýzy. Bratislava: Vydavateľstvo EKONÓM, 2021. 176 s. ISBN 978-80-225-4897-7.
2. GOPINATH, Gita – HELPMAN, Elhanan – ROGOFF, Kenneth. Handbook of International Economics. Elsevier, 2022. 340 s. ISBN 978-0-323-95772-4.
3. PEVEHOUSE, Jon CW – SEABROOKE, Leonard. The Oxford Handbook of International Political Economy. [online] Oxford Academic, 2021. ISBN 9780191835292. Dostupné na: <https://doi.org/10.1093/oxfordhb/9780198793519.001.0001>
4. RUŽEKOVÁ, Viera – PAVELKA, Ľuboš. Manuál exportéra: základná príručka obchodovania so zahraničím. Bratislava: Vydavateľstvo EKONÓM, 2023. 121 s. ISBN 978-80-225-5049-9.
5. SHAMBAUGH, David. Great Powers Meet: America & China in Southeast Asia. Oxford University Press, 2020. 352 s. ISBN 978-0190914974.

**Syllabus:**

1. Conventional statistics of international trade, current territorial structure and trends in the development of international trade.
2. The system (models) of economic diplomacy and the use of its services by small and medium-sized enterprises.
3. Economic and trade characteristics of China, specifics of its market and business practices. Business perspectives in this territory. Critical assessment of a corruption in foreign trade and currency manipulation effects.
4. Economic and trade characteristics of the Russian Federation, the specifics of its market and business practices. Business perspectives in this territory. Critical assessment of the sanctions 'role in international business and their impact on foreign markets.
5. Economic and trade characteristics of Brazil, specifics of its market and business practices. Business perspectives in this territory. Perspective of economic integration for an export potential.
6. Economic and trade characteristics of India, specifics of its market and business practices. Business perspectives in this territory.

7. Economic and trade characteristics of Japan, specifics of its market and business practices. Business perspectives in this territory.
8. Economic and trade characteristics of South Korea, specifics of the market and business practices. Business perspectives in this territory.
9. Economic and trade characteristics of the selected Arab country, the specifics of its market and business practices. Business perspectives in this territory. Islamic banking.
10. Economic and trade characteristics of the selected ASEAN country, specifics of its market and business practices. Business perspectives in this territory.
11. Economic and trade characteristics of Ukraine, specifics of its market and business practices. Business perspectives in this territory.
12. Economic and trade characteristics of Indonesia, specifics of its market and business practices. Business perspectives in this territory.
13. Economic and trade characteristics of the selected African country, specifics of its market and business practices. Business perspectives in this territory and region.

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

Slovak, English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 162

A	B	C	D	E	FX
22.84	32.72	32.1	9.88	2.47	0.0

**Lecturer:** doc. Ing. Stanislav Zábojník, PhD., Ing. Anabela Luptáková, PhD.

**Date of the latest change:** 04.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMO OF/OOB21131/21	<b>Title of course:</b> Trade and Economic Diplomacy
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % active participation in seminars 20% seminar project and its presentation 60% final written exam	
<b>Student workload:</b> Total: study load 3 credits x 26 h = 78 hours Separate study load for individual educational activities: Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 6 hours Elaboration of a semester project: 6 hours Preparation for the final exam: 14 hours	
<b>Teaching results:</b> Students will possess following abilities: - in the field of basics of economic and trade diplomacy in the world and in the Slovak Republic, models of their management in the world and intercultural aspect of diplomacy, - to understand and be able to manage the complexity of the economic and trade diplomacy; to use knowledge gained so far from the study of economic disciplines, macro and microeconomic aspects of international trade, EU foreign trade policy, and international trade operations, - to understand the context of the intercultural dimension of economic and trade diplomacy; to properly approach diplomatic negotiations, as well as actual work and activities of economic diplomats of the Slovak Republic, - in the field of diplomatic protocol and etiquette, diplomatic communication and negotiations, dynamics and forms of diplomatic negotiations., Students will obtain following skills: - professional diplomatic and management skills and abilities to actively work with new information and integrate them into the decision-making processes of economic and trade diplomacy, - of cultivated behavior, ethical knowledge, and principles of etiquette in diplomacy, - to process analytical documents for diplomatic negotiations in the field of economics and trade diplomacy,	

- work in the field of trade and economy diplomacy abroad (in companies, international economic organizations, and diplomatic missions)

Students will gain following competences:

- to organize and actively participate in diplomatic negotiations, to communicate and work competently in working and negotiating teams,

- to take responsibility for decision-making processes in the field of economic and trade diplomacy and to analyze their diplomatic impact,

- professionally and sophisticatedly work in positions of economic and trade diplomacy at home and abroad, i.e. in the decision-making sphere – Ministry of Foreign and European Affairs of the SR, Ministry of Economy of the SR, government institutions, within international economic organizations (OECD, WTO, European Parliament, European Commission and others).

**Indicative content:**

The importance of the economic dimension of diplomacy in the historical context and its position in the theory of international relations. Management models of economic and trade diplomacy. Development of economic and trade diplomacy of the Slovak Republic, its current challenges in the economy of state. The intercultural dimension of economic and trade diplomacy. Typology of diplomatic negotiations. Fundamentals of diplomatic protocol and ethics. Performance of economic and trade diplomacy of the Slovak Republic - practical examples, case studies.

**Support literature:**

ŠŤOURAČOVÁ, J. a kol. 2012. Proměny ekonomické diplomacie v ČR a ve světě. Professional Publishing 2012. 252 strán, ISBN 978-80-7431-081-2

RUŽEKOVÁ, Viera – ZÁBOJNÍK. Stanislav – HRINKO, Ján. 2021: Teritoriálne analýzy a ekonomická diplomacia. Sprint2. (v príprave, termín vydania podľa edičného plánu 11/2021).

Van BERGEIJK, P A.G. 2018. Research Handbook on Economic Diplomacy. Publisher: Edward Elgar. 2018. 416 pgs. ISBN: 978 1 78471 083 5

IMBERT, F.B.2017. EU Economic diplomacy strategy, In-depth analysis. European Parliament, Policy Department. 2017. Online: Research Handbook on Economic Diplomacy

GULLOVÁ, S. 2013. Mezinárodní obchodní a diplomatický protokol. 3. vydání. Praha: Grada 2013. ISBN: 978-80-247-4418-6

**Syllabus:**

1. Introduction to trade and economy diplomacy issue, information about the course, teaching information, recommended literature, information about the topics of seminar papers. Basic information about the concept of economic and trade diplomacy.

2. The economic dimension of foreign policy and diplomacy – brief explanation of evolution of diplomacy, formation process of types of diplomacy in the world (case study).

3. The position of economic diplomacy in the theory of international relations, the impact of development trends in the world economy on strengthening the economic dimension of diplomatic relations

4. Economic and trade diplomacy as a tool for the development of bilateral and multilateral relations of the EU, the position and role of the EC and the EP in this process (case studies of EC and EP activities).

5. Models of economic and trade diplomacy in the world (case studies).

6. Economic and trade diplomacy in light of international economic activities and trade organizations (case studies - ED activities in individual IEOs).

7. The evolution of economic and trade diplomacy in the Slovak Republic. Economic and trade diplomacy of the Slovak Republic in the system of economic policy. (case studies)

8. Actual issues and challenges of economic and trade diplomacy of the Slovak Republic, competitiveness of Slovak diplomacy (case study).

9. How Slovak economic diplomacy works - basics of technical and professional ability of economic diplomats (case studies - specific processing of the territory).
10. Basics of diplomatic protocol and ethics - overview of the basics of diplomatic protocol, diplomatic correspondence, peculiarities of diplomatic negotiations, men, women, and gender-related etiquette.
11. Diplomatic communication (forms - verbal, nonverbal, written - case studies). Basics of negotiation in diplomacy (definitions, goals, types, stages of negotiation). Typologies of international agreements (case studies).
12. Dynamics of diplomatic negotiations. Negotiations in diplomatic practice (case studies).
13. Multicultural dimension of diplomatic relations (case studies)

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

Slovak, English, others

**Notes:**

**Assessment of courses**

Total number of evaluated students: 73

A	B	C	D	E	FX
52.05	30.14	13.7	4.11	0.0	0.0

**Lecturer:** doc. Ing. Viera Ružeková, PhD., Ing. Ján Hrinko, PhD.

**Date of the latest change:** 01.04.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme prof. Ing. Zuzana Kittová, PhD., M.B.L.-HSG, Person responsible for the delivery, development and quality of the study programme doc. Ing. Paula Puškárová, DiS. art., PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Soňa Ferenčíková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Tomáš Výrost, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Elena Kašťáková, PhD.