Description of the study programme – outline¹

Name of the higher education	University of Economics in Bratislava		
institution			
Address of the higher	Bratislava, Dolnozemská cesta 1		
education institution			
Identification number of the	00399957		
higher education institution			
Name of the faculty	Obchodná fakulta		
Address of the faculty	Bratislava, Dolnoz	emská c	cesta 1
Institution body for approving	Quality Assessme	nt Comr	nittee at the EU in Bratislava
the study programme			
Date of the study programme ap	proval or the study	1	10. 01. 2022
programme modification			
Reference to the results of the la	test periodic review	<i>w</i> of	vložte odkaz
the study programme by the inst	itution		
Reference to the assessment rep	ort of the applicati	on for	vložte odkaz
accreditation of the study progra	imme under § 30 o	f Act	
no. 269/2018 Coll. (It is stated only if the accreditation of the study programme			
has been granted according to § 30 of Act no. 269/2018 Coll.)			
1. Basic information about the study programme			
Name of the study program and Marketing and Trade Management			
		rade Ma	anagement
	-	rade Ma	anagement
its number according to the	13019	rade Ma	anagement
its number according to the register of study programmes	13019		-
its number according to the register of study programmes Degree of higher education and I	13019	rade Ma	-
its number according to the register of study programmes Degree of higher education and I degree code ²	13019 SCED-F education		864
its number according to the register of study programmes Degree of higher education and I degree code ² Place(s) of delivery of the study p	13019 SCED-F education programme	third - Bratisl	864 ava
its number according to the register of study programmes Degree of higher education and I degree code ² Place(s) of delivery of the study p Name and number of the field of	13019 SCED-F education programme study in which	third - Bratisl	864
its number according to the register of study programmes Degree of higher education and I degree code ² Place(s) of delivery of the study p	13019 SCED-F education programme study in which completing the	third - Bratisl 8 - Eco	864 ava
its number according to the register of study programmes Degree of higher education and I degree code ² Place(s) of delivery of the study p Name and number of the field of higher education is obtained by o	13019 SCED-F education programme study in which completing the tion of two fields	third - Bratisl 8 - Eco 0311 -	864 ava nomics and management
its number according to the register of study programmes Degree of higher education and I degree code ² Place(s) of delivery of the study p Name and number of the field of higher education is obtained by o study programme, or a combinat	13019 SCED-F education orogramme study in which completing the cion of two fields on is obtained by	third - Bratisl 8 - Eco 0311 - 0414 -	864 ava nomics and management Economics

¹ The Faculty compiles a description of the study programme as an annex to the application for change of the study programme.

⁻ When submitting an application pursuant to § 30 (1) of Act no. 269/2018 Coll. the higher education institution states in the description only the data available at the time of application.

⁻ Once the accreditation (or the internal approval of the study programme by the institution programme approval authority with the right to design programmes within the given field and degree) has been granted, the institution permanently makes the description available to the stakeholders of the study programme.

⁻ The institution may choose the form of processing, visualization, and publication of the description, suitable for students, teachers and another users.

⁻ In individual parts of the description, the institution may refer to another internal document that sufficiently describes the relevant area and is publicly available.

⁻ In individual parts of the description, the institution may refer to a place in the information system which contains the relevant up-todate information.

⁻ The institution ensures that the description is up-to-date (if the change in the description is in the nature of a modification of the study programme and the change is made in accordance with § 30 (9) of Act No. 269/2018 Coll., the institution makes the change and publishes it only after approval by the Agency).

² Code 768 is used in the case of study programs with the degree of "master" and the possibility to take a rigorous examination

Type of the study n	rogramme		academically oriented
Type of the study programme Awarded academic degree			philosophiae doctor ("PhD.")
			daily
In the case of joint			
			vinnosti na tej ktorej vysokej škole (v
institutions and the	-	anglickom jazyku)	
study obligations t	-		
	at each of the given (§ 54a of the Act on Higher Education		
Language or langua programme is deliv	-	he study	English
Standard length of years		ressed in academic	3 years
	dy programme	e (planned number of students	10 students per year
The actual number			9
The actual number	••		24
2. Graduate pr	ofile and le	arning objective	2S ⁴
Graduate profile		<u> </u>	marketing and business management at the
			entific methods of research in the field of
		•	
	marketing and business science disciplines. They understand the laws and		
	phenomena related to the marketing environment and market data and the		
	behavior of consumers and businesses. They can analyze, synthesize and		
	verify marketing solutions and predict and model managerial decision-making based on marketing and business processes. They master the effective and		
		-	of scientific research and scientific
			timal formation of marketing and business
	-	•	raduates master the presentation of their
		•	ion opinions in the field of business and
			•
	marketing processes. At the same time, they master the ways to isolate, evaluate and solve in a new way the problems of different levels of prediction		
		and business.	
	-		moley and specialized field of husiness and
	They are trained experts in the complex and specialized field of business and marketing, which are the basis for pushing the limits of theoretical and		
	-		
	research understanding of the discipline on the platform of modern trends and with regard to its legal and ethical aspects. They will find application in		
	-	-	
	the areas of research and development in business and marketing disciplines, specialized marketing and research workplaces and in the university		
	•	-	oyment in such positions as researcher for
			arketing research, manager of development
		-	euromarketing center and chief consultant
		ent and marketing.	
Learning	Goals:	ent and marketing.	
objectives			
objectives	1. Ability to carry out original research based on creative scientific research.		

³ It means the languages in which all learning outcomes are achieved and all related courses of the study programme as well as the state examinations are carried out. The institution independently provides information on the possibility of partial study parts/courses in other languages in part 4 of the description.

⁴ Learning objectives are achieved in the study programme through measurable learning outcomes in individual parts (modules, subjects) of the study programme corresponding to the relevant level of the Qualifications Framework in the European Higher Education Area

(student's abilities at the time of completion of the programme and the main learning outcomes)	 4. Interdisciplinary know Outputs: 1.1 Creation of an original contribution to the deve 1.2 Selection and application 	entific knowledge. pare, synthesize, verify and critically assess. ledge relevant to career advancement in the field. al and independent research project with a lopment of knowledge in the field. ition of relevant research methods. of new knowledge in front of the professional /
	scientific community in t	he domestic / international environment. ion / publishing activities in the domestic and
	international environme	nt.
	3.1 Knowledge of inform selection of information	ation sources, classification, critical analysis and for decision making
		nation and its generalization.
	-	ks between the scientific field and other social
	sciences.	
The professions for	4.2. Development of trar r which the graduate is	nsferable skills relevant in the field. The study program prepares graduates who will
	ne of completion and	work as specialists and managers in the field of
	e study programme	strategy and planning in the corporate (especially
from the point of v	iew of graduate's	business) sector, and in management positions in
employability		research and educational institutions (codes 12, 23 and 24 ISCO 08). The learning outcomes and qualifications obtained by completing the study program meet sector-specific professional expectations for the performance of the following professions in particular: 1221002 Marketing manager 1213999 Strategy and planning manager not elsewhere classified
		1223001 Executive of a research institution 2310003 University assistant professor 2310004 University assistant 2310005 University lecturer 2422016 Specialist in science development, research and innovation 2422001 Business strategy, planning and investment specialist
		At the same time, job positions were indicated by potential employers, which were created on the basis of the needs of practice and in which graduates of this study program (not included in the national system of occupations) will apply:
		 -research worker for industry and trade -controller in marketing research -development and innovation manager -manager of the neuromarketing center

		-main management and marketing consultant.
Relevant external stak	eholders⁵	
3. Employability		
Evaluation of the	For the purposes of (evaluating the applicability of graduates of the study
study programme	program, the statements of the graduates' employers are obtained. In	
graduates		ployers declare a positive evaluation of the
employability		uates of the study program reflecting the requirements
		nts of opinions on the applicability of graduates of the
		gram are attached to this application in the evaluation
	of the quality of the	study program by employers.
If applicable, indicate	he successful	doc. Ing. Pavol Konštiak, PhD., General Director,
graduates of the study	programme	KON - RAD, spo. s r. about.
		doc. Ing. Peter Pažitný, Ph.D. MSc., University of
		Economics, Prague, Member of the Academic
		Senate, Adviser to the former Ministers of Health
		of the Slovak Republic, the Czech Republic and
		Hungary
Ing. Ivan Bzc		Ing. Ivan Bzdúšek, PhD., Statutory, COOP Jednota,
consumer cooperative		
		Ing. Ina Bečková Kováčová, PhD., Partner,
		A4GROUP, the largest Slovak advisory group
		Ing. Igor Matušek, PhD., Member of the Board of
		Directors and Sales Director, Baliarne obchodu, a.s.
		Poprad
		Ing. RNDr. Marian Matušovič, PhD., Member of the
		Board of Directors and Chief Executive Officer,
		Eurizon Asset Management Slovakia, administr.
		spol., a.s., a member of the INTESA Sao Paolo
		group
		Ing. Ivan Schwarz, Director for CMEA, Budweiser
		Budvar, Czech Republic and Slovakia
		Ing. Sáša Jány, PhD., Director, Elite Model
Management Look CR and SR		Ing. Sáša Jány, PhD., Director, Elite Model
		Management Look Č a SR
Evaluation of the study	For the purr	poses of evaluating the quality of the study program,
programme quality by		nts of the graduates' employers are obtained. In their
employers (feedback)		employers declare a positive evaluation of the quality
		program, reflecting the requirements of practice.
		the quality of the submitted study program are
	attached to this application.	

4. Structure and content of the study programme⁶

⁵ In the case of regulated professions in accordance with the requirements for the acquisition of professional competence pursuant to a special regulation

⁶ Selected characteristics of the content of the study programme can be stated directly in the Course information sheets or supplemented by the information of the Course information sheets

The rules for the design	https://euba.sk/www_write/files/SK/docs/vnutorne-		
of study plans within the	predpisy/2019/spolocne_zasady_prijimacej_konania_na_3_stupen_ak		
study programme	ad.rok_2020_2021.pdf		
	https://euba.sk/www_write/files/SK/do	-	
	predpisy/2017/2017_studijny_poriadok	-	
	IS 1/2021 Zásady tvorby odporúčaných	studijných planov	
The recommended study	It is attached to the application		
plans for individual study			
paths ^{7 8}			
The number of credits, the	achievement of which is a condition	180	
	for proper completion of studies other requirements that the		
student must meet within the study programme and for its			
proper completion, including the requirements for state			
-	examinations, rules for re-study and rules for the extension,		
interruption of study.			
The requirements for completing			
the individual parts of the study			
programme and the student's			
progress within the study			
programme			
	compulsory courses required for proper	r 50	
	/completion of a part of studies		
Number of credits for compulsory optional courses required for			
the proper completion of studies/completion of a part of studies			

⁷ In accordance with Decree no. 614/2002 Coll. on the study credit system and Act no. 131/2002 Coll. on Higher Education Institutions and on Amendments to Certain Acts

⁸ The study plan generally states:

individual parts of the study programme (modules, courses, and other relevant school and extracurricular activities, if they contribute
to the achievement of the required learning outcomes and allow to obtain credits) in the structure of compulsory, compulsory optional
and optional courses,

⁻ profile courses of the relevant study path (specialization) within the study programme,

for each learning part/course the learning outcomes, related criteria and rules of their assessment so that the learning objectives of the study programme are met (they can be stated only in the Course information sheets, in the Learning outcomes section and in the Course completion requirements),

⁻ prerequisites, co-requisites and recommendations for the design of the study plan,

for each learning part of the study plan/course the applied educational activities (lecture, seminar, exercise, final work, project work, laboratory work, internship, excursion, field practice, professional practice, state exam, etc. or their combinations) suitable for achieving learning outcomes,

⁻ methods by which the educational activity is delivered – present, distant, combined (in accordance with the Course information sheets),

⁻ outline/syllabus of the course (during the assessment, teachers responsible for the course will allow the working group access to the study materials of the course and the content of individual educational activities),

⁻ student workload ("extent" of individual courses and educational activities separately) (it is recommended indicating the workload of contact and non-contact teaching in accordance with the ECTS Users' Guide 2015,

⁻ credits allocated to each part based on the learning outcomes achieved and the workload involved,

⁻ the person responsible for the course (or a partner organization/person) with an indication of the contact details (E.g. when providing the professional practice or other educational activities carried out outside the university),

⁻ course teachers (or participating partner organizations/persons) (may also be mentioned in Course information sheets),

⁻ places where the courses are taught (if the study programme is delivered at several workplaces).

Number of credits for option			10
completion of studies/completion of a part of studies Number of credits for the final thesis and the defense of the final			40 + 20 for another
thesis required for the proper completion of studies		state exam	
			(dissertation) + 60 for
			creative activity
Number of credits for profes	sional pra	ctice required for the proper	0
completion of studies/comp	letion of a	part of studies	
The rules for verification of learning	ing	https://euba.sk/www_write/	files/SK/docs/vnutorne-
outcomes, students assessment a	nd the	predpisy/2019/spolocne_zasady_prijimacieho_kona	
possibilities of appealing against	the	nia_na_3_stupen_akad.rok_2020_2021.pdf	
assessment			
		https://euba.sk/www_write/ predpisy/2017/2017_studijn	
The topics of final theses of the st programme	tudy	It is attached to the applicati	on
Rules for the assignment, process	sing.	https://euba.sk/www_write/	/files/SK/studenti/zaver
opposition, defense and evaluation	-	ecne-	
final theses in the study program		prace/2020/interna_smernic	a_c.112019 o zaverec
		nych_rigoroznych_a_habilita	
			·
		https://euba.sk/www_write/	/files/SK/docs/interne-
		smernice/2021/pr_13_2021	_zaverecne_prace.pdf
Rules for adherence to academic	ethics	https://euba.sk/univerzita/eticky-kodex	
and rules for drawing consequent	ces	https://euba.sk/univerzita/eticky-	
		manazment#ocenenia	
		https://euba.sk/www_write/files/SK/docs/vnutorne-	
		predpisy/2016/2016 discipli	
Procedures for filing complaints	-	egulations of the University of	
and appeals by students	• • •	/euba.sk/www_write/files/SK/docs/vnutorne-	
		y/2017/2017_studijny_poriadok.pdf	
		hary Code of the University of Economics Article 7	
	• • •	/euba.sk/www_write/files/SK/docs/vnutorne- sy/2016/2016_disciplinarny_poriadok.pdf Code of	
		f the University of Economics Article 6	
		/euba.sk/univerzita/eticky-kodex	
		called of an and cherry clicky would	
E Course information she	ote of th	a ctudu programma ⁹	
5. Course information she		e study programme ^s	
Course information It is atta	n It is attached to the application		
sheets of the study			
programme			
6. Persons responsible for	the stuc	ly programme	
A person responsible for prof.	Ing Fva Ha	anuláková, PhD.	
the delivery,	Professor		
	10123301		

⁹ According to decree no. 614/2002 Coll.

development and	de construction of the online time	
development, and	department of marketing	
quality of the study	eva.hanulakova@euba.sk +421 2 672	291 1558
programme ¹⁰		
List of persons responsible for the profile courses of the study		
programme with the assig	nment to the course	
Profil course 1	Managerial and marketing consulting	gj Manažérske a marketingové
	poradenstvo	
	prof. Ing. Eva Hanuláková, PhD.	
	Professor	
	department of marketing	
	eva.hanulakova@euba.sk +421 2 672	291 1558
	https://www.portalvs.sk/regzam/de	tail/276
Profil course 2	Marketing management II marketing	ový manažment II
	prof. Ing. Ferdinand Daňo, PhD.	
	Professor	
	department of marketing	
	ferdinand.dano@euba.sk + 421 2 672	29 5364
	https://www.portalvs.sk/regzam/det	tail/262
Profil course 3	Strategic retail management Strateg	ický manažment maloobchodu
	doc.Ing. Peter Drábik, PhD.	
	Assoc. professor	
	department of marketing	
	peter.drabik@euba.sk + 421 2 67293	1 589
	https://www.portalvs.sk/regzam/detail/292	
Profil course 4	Principles and methods of scientific v	vork Zásady a metódy vedeckej
	práce	
	doc. Ing. Eduard Baumöhl, PhD.	
	Assoc. Prof.	
	department of marketing	
	eduard.baumohl@euba.sk + 421 2 6	7291 552
	https://www.portalvas.sk/regzam/detail/682	
Profil course 5	Innovation processes in trade and ma	arketing Inovačné procesy v
	obchode a marketingu	
	doc. Ing. Naqibullah Daneshjo, PhI).
	Professor	
	department of marketing	
	naqibullah.daneshjo@euba.sk +421 2	2 67291 561
	https://www.portalvs.sk/regzam/de	tail/2399
The research/teacher prof	iles of persons responsible for the	
profile courses ¹¹		
prof. Ing. Eva Hanuláková,	PhD.	https://eubask.sharepoint.com/
		:b:/s/AkreditciaOF/EdINKNdsrp
		1ItEP9hzRo57MB99mzO_APaa3
		 1fa6FtpngGw?e=Y1fe5Q
tprof. Ing. Ferdinand Daň	o, PhD.	https://eubask.sharepoint.com/
-		:b:/s/AkreditciaOF/EcqZFyDNBI
		NJiOWNKUN5HMgB0T1ki0F_7U
		f14sbeqExFiA?e=fjtFfF
		, <u>,</u>

¹⁰ A person responsible for the study program is also a person responsible for on of the profile courses

 $^{^{\}rm 11}$ Research/teacher profil according to the requirements of SAAVŠ

doc. Ing. Peter Drábik, PhD.		https://eubask.sharepoint.com/
		:b:/s/AkreditciaOF/EfB2kPx6foZ
		EnBqHiTJa5VIBvIJmrtIpTR8qFlxT
		OCvGpw?e=Vf5ho3
doc. Ing. Eduard Baumöhl, PhD.		https://eubask.sharepoint.com/
		:b:/s/AkreditciaOF/EV4iuPwQg
		OVKIKN2A3KxxTkBSrcEl_JsmCB
	_	m5PEG8EzQVQ?e=RCZmTJ
doc. Ing. Naqibullah Daneshjo, Phl	D.	https://eubask.sharepoint.com/
		:b:/s/AkreditciaOF/EWMqy_0sA
		CRCvR-fF7I-
		6eYBdNtof9u5_wRconiXsp_Hsw
		?e=DuEg8l
List of teachers of the study progra		Zoznam_učiteľov_SP_3MOM
List of the supervisors of final thes		Zoznam_školiteľov_SP_3MOM
The research/teacher profiles of th	ne supervisors of final	It is attached to the application
theses ¹⁴		
Student representatives represent	ing the interests of students	
of the study programme		
ng. Róbert Hula 2nd daily		robert.hula@euba.sk
meno priezvisko rok štúdia forma š	1 1. 1	mailová adresa
meno priezvisko rok štúdia forma š		mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)		mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)		mailová adresa
Study advisor of the study program		
Róbert Rehák Ing. PhD. dekanát OF	veda.of@euba.sk	https://of.euba.sk/fakulta/orga
		ny-fakulty/vedenie-fakulty
		https://of.euba.sk/katedry/kate
		dra-marketingu/clenovia-
		katedry/rehak-robert
Other supporting staff of the study programme		
Study officer		francova@euba.sk
Study officer		ta.malinova@euba.sk
Study officer	meno priezvisko tituly mailov	
Accommodation officer	er Jozef Orgonáš doc. Ing. PhD. MBA jozef.orgonas@euba.sk	
	Filip Žiak fziak1@student.eu	
Social Affairs officer	Jana Styková Ing. jana.stykov	_
Carrier councelor (if any)	Róbert Rehák Ing. PhD. rober	
Other administration staff (if	Dominika Vernerová Ing. dor	_
any)	Andrea Hlavenová Ing. andre	a.hlavenova@euba.sk

7. Spatial, material, and technical provision of the study programme and support

¹² The list contains the name of the teacher (in the form of name and surname, titles before name, titles after name), department, e-mail address, subject, link to the Central Register of University Staff

¹³ The list contains the name of the teacher (in the form of name and surname, titles before name, titles after name), department, e-mail address, current topics of final theses according to degrees of study for the last two academic years, including the current academic year ¹⁴ Research/teacher profil according to the requirements of SAAVŠ

Characteristics and extent of distance	It applies to all subjects, as appropriate (eg
education applied in the study	pandemic).
programme with the assignment to	
courses	
Access, manuals of e-learning portals	https://euba.sk/student/e-learning
	https://helpdesk.euba.sk/kb/fag.php?id=3
Institution partners in providing	After assessment by the guarantor of the course, it is
educational activities for the study	possible to use guest lecturers from professional
programme and the characteristics of	workplaces. On the basis of signed memoranda,
their participation	problem-oriented assignments of term papers are
	permitted.
	permitted.
8. Required abilities and admissi	on requirements for the study programme
applicants	
Required abilities and necessary	Common principles of the admission procedure for
admission requirements	the 3rd degree of study at the University of Economics
	in Bratislava for the academic year 2021/2022
	https://euba.sk/www_write/files/SK/docs/vnutorne-
	predpisy/2020/spolocne_zasady_prijimacieho_konani
	a_na_3_stupen_akad.rok_2021_2022.pdf
Admission procedures	Common principles of the admission procedure for
	the 3rd degree of study at the University of Economics
	in Bratislava for the academic year 2021/2022
	https://euba.sk/www_write/files/SK/docs/vnutorne-
	predpisy/2020/spolocne_zasady_prijimacieho_konani
	a_na_3_stupen_akad.rok_2021_2022.pdf
Deculto of the admission measure	100% -acceptance / enrollment
Results of the admission process over	
Results of the admission process over the last period	

9. Feedback on the quality of provided education

Procedures for monitoring and evaluating students' opinions on the study programme quality	The survey of students' opinions on the quality of the study program is carried out regularly every academic year as part of the process of monitoring, evaluation, quality assurance and improvement at the EU in Bratislava. The opinion poll is conducted through regular events using standardized questionnaires. The
	procedures are regulated by Internal Directive No. 2/2011 Monitoring and Quality Assessment at the University of Economics in Bratislava. The process of monitoring and evaluating the quality
	of the study program is carried out on the basis of internal guideline No. 2/2011 Monitoring and quality

	evaluation at the University of Economics in
	Bratislava.
	They are mainly used for monitoring and evaluating
	the quality of EU activities in Bratislava
	these methods:
	a) a survey of the views of relevant target groups,
	b) control of the pedagogical process in the form of
	observations,
	c) evaluation of subjects,
	d) evaluation of study programs.
	Control and monitoring of the pedagogical process in
	the form of observations is carried out during the
	current semester. Based on the summary report,
	measures are taken at the level of individual
	departments and at the level of the faculty.
	Students evaluate the subjects within the survey of
	students' opinions on the subject and the teacher
	carried out once a semester through the EU
	information system in Bratislava. Based on the final
	report, measures are taken at the level of individual
	departments and at the level of the faculty.
	The sources of information on the employment of
	graduates are mainly:
	(a) a survey of graduates' opinions / graduate surveys
	conducted six months after
	graduation,
	b) a regular survey of potential employers conducted
	by the EU in Bratislava
	or faculties,
	(c) information from external sources.
	(c) mornation nom external sources.
	https://of.euba.sk/studium/hodnotenie-kvality
	https://euba.sk/www_write/files/SK/docs/vnutorne-
	predpisy/2021/2021_pravidla_pre_vnutorny_system_
	- euba.pdf
	https://euba.sk/www_write/files/SK/docs/interne-
	smernice/2011/interna smernica 2.pdf
Results of student feedback and related	In the case of the 3rd degree, the curve of positive
measures to improve the study	evaluations by students has a growing character,
programme quality	which has moved from the evaluation of 1.16 to 1 in
	the evaluation range 1 to 5 (1 is the best).
	The most significant shortcomings of the students
	were the distance (online) forms of teaching:
	-distance form of teaching is, in contrast to full-time
	teaching, more demanding for the student
	- technical problems during online training by the
	provider
	P

-higher demands on teachers in the process of online
teaching in terms of assignments, seminar papers and
term papers
-higher emphasis on self-study in the process of online
learning
Students again consider some aspects of online
learning to be the most important advantages:
-a well-managed teaching process by teachers in an
online environment
-Despite the demanding study material, the lectures
were clearly presented by the teachers
-a very pleasant social approach on the part of
teachers towards students - despite the limitations
created by the distance form of teaching in this area
(human approach, sympathetic presentations also in
the form of discussion - where one was not afraid to
answer questions and solve interesting case studies)
- online form provides a very wide range of interactive
communication with students
Measures implemented on the basis of students'
suggestions:
-Regular meetings of the head of the department with
the guarantors of individual subjects in order to
identify and eliminate shortcomings related to the
teaching of subjects provided by the department of
marketing.
- Regular meetings of the head of the department
with 3rd grade students regarding the course, form
and content of teaching.
-Introduction the position of scientific tutor of the
Department of Marketing by the head of the
department in order to improve the scientific and
pedagogical skills of teachers.
-Constantly monitoring trends from abroad and from
practice and their implementation in the teaching of
individual subjects.
- Involvement of doctoral students in the scientific
research activities of the department.
-Integrating problem-oriented tasks into the content
of teaching seminars and their presentation in
lectures.
-The final theses have problem-oriented topics and
are prepared by students in cooperation with the
supervisor of the final thesis with a consultant from
practice.
-Regular verification of the acquired knowledge during
the lecture and seminar by the teacher, providing
feedback from students by asking control questions.

Results of graduate feedback and	Previous study programs were permanently evaluated
related measures to improve the study	in the form of a survey of graduates' opinions after
programme quality.	graduation by requesting recommendations regarding
	the conditions and quality of the provided subjects.
	present aggregated concrete results. Heads of
	departments have data in AiS (according to
	department members and subjects).
	The sources of information on the employment of
	graduates are mainly:
	(a) a survey of graduates' opinions / graduate surveys
	conducted six months after
	graduation,
	b) a regular survey of potential employers conducted
	by the EU in Bratislava
	or faculties,
	(c) information from external sources.
	https://euba.sk/www_write/files/SK/docs/interne-
	smernice/2011/interna_smernica_2.pdf
	https://euba.sk/www_write/files/SK/docs/vnutorne-
	predpisy/2021/2021_pravidla_pre_vnutorny_system_
	- euba.pdf
	cuba.pui

10. References to other relevant internal regulations and information concerning the study or the study programme student

concerning the study of the stud	
Academic regulations	https://euba.sk/www write/files/SK/docs/vnutorne-
	predpisy/2017/2017 studijny poriadok.pdf
Scholarship regulations	https://euba.sk/student/legislativa/stipendia
Disciplinary rules and rules of procedure	https://euba.sk/www_write/files/SK/docs/vnutorne-
of the disciplinary board	predpisy/2016/2016 disciplinarny poriadok.pdf
	https://euba.sk/www_write/files/SK/docs/vnutorne-
	predpisy/2016/2016 rokovaci poriadok disciplinarne
	j komisie.pdf
Study guide	https://euba.sk/student/navody-a-sprievodcovia-
	studiom
Doctoral Study - Legislation	https://euba.sk/veda-vyskum/doktorandske-
	studium/legislativa-a-predpisy
Accessible academic environment for	https://euba.sk/www write/files/SK/docs/vnutorne-
students with special needs	predpisy/2016/interna-smernica-c-8-2016.pdf
Fees related to the study	https://euba.sk/student/legislativa/poplatky-spojene-
	<u>so-studiom</u>
Student loans	https://euba.sk/student/studentska-pozicka
Job offers	https://kariera.euba.sk/
Eating	https://euba.sk/sluzby/stravovanie
Accommodation	https://euba.sk/student/informacie-pre-
	studentov/ubytovanie
Sports activities	https://euba.sk/student/informacie-pre-
	studentov/sport

Anti-Drugs and counseling services	https://euba.sk/student/informacie-pre-
	studentov/centrum-protidrogovych-a-poradenskych-
	sluzieb
Student organisations	https://euba.sk/student
Student card	https://euba.sk/student/preukaz-studenta-isic
Informations for applicants	https://euba.sk/uchadzac
Alumni Klub	https://alumni.euba.sk/
Ethical management and code of ethics	https://euba.sk/univerzita/eticky-
	manazment#ocenenia
Quality policy	https://euba.sk/univerzita/organizacna-struktura-a-
	pracoviska/utvary-riadene-prorektorom-pre-
	manazovanie-akademickych-projektov/centrum-na-
	zabezpecenie-a-podporu-kvality
Sustainable development	https://euba.sk/univerzita/plan-udrzatelneho-rozvoja
Student scientific and professional	https://euba.sk/veda-vyskum/aktualne-
activity	informacie/svoc
Others according to individual faculties	uviesť odkazy