

## Description of the study programme – outline<sup>1</sup>

<b>Name of the higher education institution</b>	University of Economics in Bratislava	
<b>Address of the higher education institution</b>	Bratislava, Dolnozemska cesta 1	
<b>Identification number of the higher education institution</b>	00399957	
<b>Name of the faculty</b>	Obchodná fakulta	
<b>Address of the faculty</b>	Bratislava, Dolnozemska cesta 1	
<b>Institution body for approving the study programme</b>	Quality Assessment Committee at the EU in Bratislava	
<b>Date of the study programme approval or the study programme modification</b>	10. 01. 2022	
<b>Reference to the results of the latest periodic review of the study programme by the institution</b>	vlozte odkaz	
<b>Reference to the assessment report of the application for accreditation of the study programme under § 30 of Act no. 269/2018 Coll.</b> (It is stated only if the accreditation of the study programme has been granted according to § 30 of Act no. 269/2018 Coll.)	vlozte odkaz	
<b>1. Basic information about the study programme</b>		
<b>Name of the study program and its number according to the register of study programmes</b>	Marketing and Trade Management 101373	
<b>Degree of higher education and ISCED-F education degree code<sup>2</sup></b>	third - 864	
<b>Place(s) of delivery of the study programme</b>	Bratislava	
<b>Name and number of the field of study in which higher education is obtained by completing the study programme, or a combination of two fields of study in which higher education is obtained by completing the study programme, ISCED-F codes of the field/fields</b>	8 - Economics and management  0311 - Economics 0414 - Marketing and advertising 0413 - Management and administration 0416 - Wholesale and retail	

<sup>1</sup> 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-to-date 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).

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

<b>Type of the study programme</b>		academically oriented
<b>Awarded academic degree</b>		philosophiae doctor ("PhD.")
<b>Form of study</b>		external
<b>In the case of joint study programmes, cooperating institutions and the range of study obligations the student fulfills at each of the given institutions</b> (§ 54a of the Act on Higher Education Institutions).	uved'te spolupracujúce vysoké školy uved'te študijné povinnosti na tej ktorej vysokej škole (v anglickom jazyku)	
<b>Language or languages in which the study programme is delivered<sup>3</sup></b>		English
<b>Standard length of the study expressed in academic years</b>		4 years
<b>Capacity of the study programme</b> (planned number of students)		10 students per year
<b>The actual number of applicants</b>		2
<b>The actual number of students</b>		6
<b>2. Graduate profile and learning objectives<sup>4</sup></b>		
<b>Graduate profile</b>	<p>Graduates of the study program marketing and business management at the third level of study master the scientific 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 accurate application of methods of scientific research and scientific knowledge in the processes of optimal formation of marketing and business functions, tools and processes. Graduates master the presentation of their own solutions and critical evaluation 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 in marketing and business.</p> <p>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 environment. They will find employment in such positions as researcher for industry and trade, manager in marketing research, manager of development and innovation, manager of the neuromarketing center and chief consultant for management and marketing.</p>	
<b>Learning objectives</b>	<p>Goals:</p> <p>1. Ability to carry out original research based on creative scientific research.</p>	

<sup>3</sup> 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.

<sup>4</sup> 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

<p>(student's abilities at the time of completion of the programme and the main learning outcomes)</p>	<p>2. Communication of scientific knowledge.  3. Ability to analyze, compare, synthesize, verify and critically assess.  4. Interdisciplinary knowledge relevant to career advancement in the field.</p> <p>Outputs:  1.1 Creation of an original and independent research project with a contribution to the development of knowledge in the field.  1.2 Selection and application of relevant research methods.  2.1 Oral communication of new knowledge in front of the professional / scientific community in the domestic / international environment.  2.2 Written communication / publishing activities in the domestic and international environment.  3.1 Knowledge of information sources, classification, critical analysis and selection of information for decision making.  3.2 Comparison of information and its generalization.  4.1 Knowledge of the links between the scientific field and other social sciences.  4.2. Development of transferable skills relevant in the field.</p>
<p><b>The professions for which the graduate is prepared at the time of completion and the potential of the study programme from the point of view of graduate's employability</b></p>	<p>The study program prepares graduates who will work as specialists and managers in the field of strategy and planning in the corporate (especially business) sector, and in management positions in 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:</p> <p>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</p> <p>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:</p> <ul style="list-style-type: none"> <li>-research worker for industry and trade</li> <li>-controller in marketing research</li> <li>-development and innovation manager</li> <li>-manager of the neuromarketing center</li> </ul>

	-main management and marketing consultant.
<b>Relevant external stakeholders<sup>5</sup></b>	
<b>3. Employability</b>	
<b>Evaluation of the study programme graduates employability</b>	For the purposes of evaluating the applicability of graduates of the study program, the statements of the graduates' employers are obtained. In their statements, employers declare a positive evaluation of the applicability of graduates of the study program reflecting the requirements of practice. Statements of opinions on the applicability of graduates of the submitted study program are attached to this application in the evaluation of the quality of the study program by employers.
<b>If applicable, indicate the successful graduates of the study programme</b>	<p>doc. Ing. Pavol Konštiak, PhD., General Director, KON - RAD, spo. s r. about.</p> <p>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</p> <p>Ing. Ivan Bzdúšek, PhD., Statutory, COOP Jednota, consumer cooperative</p> <p>Ing. Ina Bečková Kováčová, PhD., Partner, A4GROUP, the largest Slovak advisory group</p> <p>Ing. Igor Matušek, PhD., Member of the Board of Directors and Sales Director, Baliarne obchodu, a.s. Poprad</p> <p>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</p> <p>Ing. Ivan Schwarz, Director for CMEA, Budweiser Budvar, Czech Republic and Slovakia</p> <p>Ing. Sáša Jány, PhD., Director, Elite Model Management Look CR and SR</p> <p>Ing. Sáša Jány, PhD., Director, Elite Model Management Look Č a SR</p>
<b>Evaluation of the study programme quality by employers (feedback)</b>	For the purposes of evaluating the quality of the study program, the statements of the graduates' employers are obtained. In their statements, employers declare a positive evaluation of the quality of the study program, reflecting the requirements of practice. Opinions on the quality of the submitted study program are attached to this application.
<b>4. Structure and content of the study programme<sup>6</sup></b>	

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

<sup>6</sup> 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

<b>The rules for the design of study plans within the study programme</b>	<a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2019/spolocne_zasady_prijimacej_konania_na_3_stupen_akad.rok_2020_2021.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2019/spolocne_zasady_prijimacej_konania_na_3_stupen_akad.rok_2020_2021.pdf</a>  <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a> IS 1/2021 Zásady tvorby odporúčaných študijných plánov	
<b>The recommended study plans for individual study paths<sup>7 8</sup></b>	It is attached to the application	
<b>The number of credits, the achievement of which is a condition 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.</b>	180	
<b>The requirements for completing the individual parts of the study programme and the student's progress within the study programme</b>		
<b>Number of credits for compulsory courses required for proper completion of studies/completion of a part of studies</b>	50	
<b>Number of credits for compulsory optional courses required for the proper completion of studies/completion of a part of studies</b>		

<sup>7</sup> 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

<sup>8</sup> 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).

<b>Number of credits for optional courses required for the proper completion of studies/completion of a part of studies</b>	10
<b>Number of credits for the final thesis and the defense of the final thesis required for the proper completion of studies</b>	40 + 20 for another state exam (dissertation) + 60 for creative activity
<b>Number of credits for professional practice required for the proper completion of studies/completion of a part of studies</b>	0
<b>The rules for verification of learning outcomes, students assessment and the possibilities of appealing against the assessment</b>	<a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2019/spolocne_zasady_prijimacieho_konania_na_3_stupen_akad.rok_2020_2021.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2019/spolocne_zasady_prijimacieho_konania_na_3_stupen_akad.rok_2020_2021.pdf</a>  <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a>
<b>The topics of final theses of the study programme</b>	It is attached to the application
<b>Rules for the assignment, processing, opposition, defense and evaluation of final theses in the study programme</b>	<a href="https://euba.sk/www_write/files/SK/studenti/zaverocene-prace/2020/interna_smernica_c.112019_o_zaverecných_rigorozných_a_habilitačných_pracach">https://euba.sk/www_write/files/SK/studenti/zaverocene-prace/2020/interna_smernica_c.112019_o_zaverecných_rigorozných_a_habilitačných_pracach</a> .  <a href="https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/pr_13_2021_zaverocene_prace.pdf">https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/pr_13_2021_zaverocene_prace.pdf</a>
<b>Rules for adherence to academic ethics and rules for drawing consequences</b>	<a href="https://euba.sk/univerzita/eticky-kodex">https://euba.sk/univerzita/eticky-kodex</a> <a href="https://euba.sk/univerzita/eticky-manazment#ocenenia">https://euba.sk/univerzita/eticky-manazment#ocenenia</a> <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf</a>
<b>Procedures for filing complaints and appeals by students</b>	Study Regulations of the University of Economics, Article 18 <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a> Disciplinary Code of the University of Economics Article 7 <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf</a> Code of Ethics of the University of Economics Article 6 <a href="https://euba.sk/univerzita/eticky-kodex">https://euba.sk/univerzita/eticky-kodex</a>
<b>5. Course information sheets of the study programme<sup>9</sup></b>	
<b>Course information sheets of the study programme</b>	It is attached to the application
<b>6. Persons responsible for the study programme</b>	
<b>A person responsible for the delivery,</b>	prof. Ing. Eva Hanuláková, PhD. Professor

<sup>9</sup> According to decree no. 614/2002 Coll.

<b>development, and quality of the study programme<sup>10</sup></b>	department of marketing eva.hanulakova@euba.sk +421 2 67291 1558	
<b>List of persons responsible for the profile courses of the study programme with the assignment to the course</b>		
<b>Profil course 1</b>	Managerial and marketing consultingj Manažérske a marketingové poradenstvo prof. Ing. Eva Hanuláková, PhD. Professor department of marketing eva.hanulakova@euba.sk +421 2 67291 1558 <a href="https://www.portalvs.sk/regzam/detail/276">https://www.portalvs.sk/regzam/detail/276</a>	
<b>Profil course 2</b>	Marketing management II marketingový manažment II prof. Ing. Ferdinand Daňo, PhD. Professor department of marketing ferdinand.dano@euba.sk + 421 2 6729 5364 <a href="https://www.portalvs.sk/regzam/detail/262">https://www.portalvs.sk/regzam/detail/262</a>	
<b>Profil course 3</b>	Strategic retail management Strategický manažment maloobchodu doc. Ing. Peter Drábik, PhD. Assoc. professor department of marketing peter.drabik@euba.sk + 421 2 67291 589 <a href="https://www.portalvs.sk/regzam/detail/292">https://www.portalvs.sk/regzam/detail/292</a>	
<b>Profil course 4</b>	Principles and methods of scientific work Zásady a metódy vedeckej práce doc. Ing. Eduard Baumöhl, PhD. Assoc. Prof. department of marketing eduard.baumohl@euba.sk + 421 2 67291 552 <a href="https://www.portalvas.sk/regzam/detail/682">https://www.portalvas.sk/regzam/detail/682</a>	
<b>Profil course 5</b>	Innovation processes in trade and marketing Inovačné procesy v obchode a marketingu doc. Ing. Naqibullah Daneshjo, PhD. Professor department of marketing naqibullah.daneshjo@euba.sk +421 2 67291 561 <a href="https://www.portalvs.sk/regzam/detail/2399">https://www.portalvs.sk/regzam/detail/2399</a>	
<b>The research/teacher profiles of persons responsible for the profile courses<sup>11</sup></b>		
prof. Ing. Eva Hanuláková, PhD.		<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EdINKNdsrp1ltEP9hzRo57MB99mzO_APaa31fa6FtpngGw?e=Y1fe5Q">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EdINKNdsrp1ltEP9hzRo57MB99mzO_APaa31fa6FtpngGw?e=Y1fe5Q</a>
tprof. Ing. Ferdinand Daňo, PhD.		<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EcqZFyDNB1NjiOWNKUN5HMgBOT1ki0F_7Uf14sbeqExFiA?e=fjtFff">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EcqZFyDNB1NjiOWNKUN5HMgBOT1ki0F_7Uf14sbeqExFiA?e=fjtFff</a>

<sup>10</sup> A person responsible for the study program is also a person responsible for on of the profile courses

<sup>11</sup> Research/teacher profil according to the requirements of SAAVŠ

doc. Ing. Peter Drábik, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EfB2kPx6foZEnBqHiTJa5VIBvlJmrtlpTR8qFlxTOCvGpw?e=Vf5ho3">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EfB2kPx6foZEnBqHiTJa5VIBvlJmrtlpTR8qFlxTOCvGpw?e=Vf5ho3</a>
doc. Ing. Eduard Baumöhl, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EV4iuPwQgOVKIKN2A3KxxTkBsrcEI_JsmCBm5PEG8EzQVQ?e=RCZmTJ">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EV4iuPwQgOVKIKN2A3KxxTkBsrcEI_JsmCBm5PEG8EzQVQ?e=RCZmTJ</a>
doc. Ing. Naqibullah Daneshjo, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EWMqy_0sACRCvR-ff7I-6eYBdNtof9u5_wRconiXsp_Hsw?e=DuEg8I">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EWMqy_0sACRCvR-ff7I-6eYBdNtof9u5_wRconiXsp_Hsw?e=DuEg8I</a>
<b>List of teachers of the study programme<sup>12</sup></b>	Zoznam_ učiteľov_SP_3MOM
<b>List of the supervisors of final theses<sup>13</sup></b>	Zoznam_ školiteľov_SP_3MOM
<b>The research/teacher profiles of the supervisors of final theses<sup>14</sup></b>	It is attached to the application
<b>Student representatives representing the interests of students of the study programme</b>	
ng. Róbert Hula 2nd daily	robert.hula@euba.sk
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
<b>Study advisor of the study programme</b>	
Róbert Rehák Ing. PhD. dekanát OF veda.of@euba.sk	<a href="https://of.euba.sk/fakulta/organy-fakulty/vedenie-fakulty">https://of.euba.sk/fakulta/organy-fakulty/vedenie-fakulty</a>  <a href="https://of.euba.sk/katedry/katedra-marketingu/clenovia-katedry/rehak-robert">https://of.euba.sk/katedry/katedra-marketingu/clenovia-katedry/rehak-robert</a>
<b>Other supporting staff of the study programme</b>	
<b>Study officer</b>	Katarína Francová katarina.francova@euba.sk
<b>Study officer</b>	Renáta Malinová renata.malinova@euba.sk
<b>Study officer</b>	meno priezvisko tituly mailová adresa
<b>Accommodation officer</b>	Jozef Orgonáš doc. Ing. PhD. MBA jozef.orgonas@euba.sk Filip Žiak fziak1@student.euba.sk
<b>Social Affairs officer</b>	Jana Styková Ing. jana.stykova@euba.sk
<b>Carrier counselor (if any)</b>	Róbert Rehák Ing. PhD. robert.rehak@euba.sk
<b>Other administration staff (if any)</b>	Dominika Vernerová Ing. dominika.vernerova@euba.sk Andrea Hlavenová Ing. andrea.hlavenova@euba.sk
<b>7. Spatial, material, and technical provision of the study programme and support</b>	

<sup>12</sup> 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

<sup>13</sup> 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

<sup>14</sup> Research/teacher profil according to the requirements of SAAVŠ



<b>Characteristics and extent of distance education applied in the study programme with the assignment to courses</b>	It applies to all subjects, as appropriate (eg pandemic).
<b>Access, manuals of e-learning portals</b>	<a href="https://euba.sk/student/e-learning">https://euba.sk/student/e-learning</a> <a href="https://helpdesk.euba.sk/kb/faq.php?id=3">https://helpdesk.euba.sk/kb/faq.php?id=3</a>
<b>Institution partners in providing educational activities for the study programme and the characteristics of their participation</b>	After assessment by the guarantor of the course, it is possible to use guest lecturers from professional workplaces. On the basis of signed memoranda, problem-oriented assignments of term papers are permitted.
<b>8. Required abilities and admission requirements for the study programme applicants</b>	
<b>Required abilities and necessary admission requirements</b>	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  <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2020/spolocne_zasady_prijimacieho_konania_na_3_stupen_akad.rok_2021_2022.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2020/spolocne_zasady_prijimacieho_konania_na_3_stupen_akad.rok_2021_2022.pdf</a>
<b>Admission procedures</b>	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  <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2020/spolocne_zasady_prijimacieho_konania_na_3_stupen_akad.rok_2021_2022.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2020/spolocne_zasady_prijimacieho_konania_na_3_stupen_akad.rok_2021_2022.pdf</a>
<b>Results of the admission process over the last period</b>	100% -acceptance / enrollment
<b>9. Feedback on the quality of provided education</b>	
<b>Procedures for monitoring and evaluating students' opinions on the study programme quality</b>	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

	<p>evaluation at the University of Economics in Bratislava.</p> <p>They are mainly used for monitoring and evaluating the quality of EU activities in Bratislava these methods:</p> <ul style="list-style-type: none"> <li>a) a survey of the views of relevant target groups,</li> <li>b) control of the pedagogical process in the form of observations,</li> <li>c) evaluation of subjects,</li> <li>d) evaluation of study programs.</li> </ul> <p>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.</p> <p>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.</p> <p>The sources of information on the employment of graduates are mainly:</p> <ul style="list-style-type: none"> <li>(a) a survey of graduates' opinions / graduate surveys conducted six months after graduation,</li> <li>b) a regular survey of potential employers conducted by the EU in Bratislava or faculties,</li> <li>(c) information from external sources.</li> </ul> <p><a href="https://of.euba.sk/studium/hodnotenie-kvality">https://of.euba.sk/studium/hodnotenie-kvality</a></p> <p><a href="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/vnutorne-predpisy/2021/2021_pravidla_pre_vnutorny_system_-_euba.pdf</a></p> <p><a href="https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf">https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf</a></p>
<p><b>Results of student feedback and related measures to improve the study programme quality</b></p>	<p>In the case of the 3rd degree, the curve of positive evaluations by students has a growing character, which has moved from the evaluation of 1.16 to 1 in the evaluation range 1 to 5 (1 is the best).</p> <p>The most significant shortcomings of the students were the distance (online) forms of teaching:</p> <ul style="list-style-type: none"> <li>-distance form of teaching is, in contrast to full-time teaching, more demanding for the student</li> <li>- technical problems during online training by the provider</li> </ul>

	<ul style="list-style-type: none"> <li>-higher demands on teachers in the process of online teaching in terms of assignments, seminar papers and term papers</li> <li>-higher emphasis on self-study in the process of online learning</li> </ul> <p>Students again consider some aspects of online learning to be the most important advantages:</p> <ul style="list-style-type: none"> <li>-a well-managed teaching process by teachers in an online environment</li> <li>-Despite the demanding study material, the lectures were clearly presented by the teachers</li> <li>-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)</li> <li>- online form provides a very wide range of interactive communication with students</li> </ul> <p>Measures implemented on the basis of students' suggestions:</p> <ul style="list-style-type: none"> <li>-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.</li> <li>- Regular meetings of the head of the department with 3rd grade students regarding the course, form and content of teaching.</li> <li>-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.</li> <li>-Constantly monitoring trends from abroad and from practice and their implementation in the teaching of individual subjects.</li> <li>- Involvement of doctoral students in the scientific research activities of the department.</li> <li>-Integrating problem-oriented tasks into the content of teaching seminars and their presentation in lectures.</li> <li>-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.</li> <li>-Regular verification of the acquired knowledge during the lecture and seminar by the teacher, providing feedback from students by asking control questions.</li> </ul>
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<p><b>Results of graduate feedback and related measures to improve the study programme quality.</b></p>	<p>Previous study programs were permanently evaluated in the form of a survey of graduates' opinions after 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.</p> <p><a href="https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf">https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf</a> <a href="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/vnutorne-predpisy/2021/2021_pravidla_pre_vnutorny_system_-_euba.pdf</a></p>
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## **10. References to other relevant internal regulations and information concerning the study or the study programme student**

<p><b>Academic regulations</b></p>	<p><a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a></p>
<p><b>Scholarship regulations</b></p>	<p><a href="https://euba.sk/student/legislativa/stipendia">https://euba.sk/student/legislativa/stipendia</a></p>
<p><b>Disciplinary rules and rules of procedure of the disciplinary board</b></p>	<p><a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf</a> <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_rokovaci_poriadok_disciplinarne_i_komisie.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_rokovaci_poriadok_disciplinarne_i_komisie.pdf</a></p>
<p><b>Study guide</b></p>	<p><a href="https://euba.sk/student/navody-a-sprievodcovia-studiom">https://euba.sk/student/navody-a-sprievodcovia-studiom</a></p>
<p><b>Doctoral Study - Legislation</b></p>	<p><a href="https://euba.sk/veda-vyskum/doktorandske-studium/legislativa-a-predpisy">https://euba.sk/veda-vyskum/doktorandske-studium/legislativa-a-predpisy</a></p>
<p><b>Accessible academic environment for students with special needs</b></p>	<p><a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/interna-smernica-c-8-2016.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/interna-smernica-c-8-2016.pdf</a></p>
<p><b>Fees related to the study</b></p>	<p><a href="https://euba.sk/student/legislativa/poplatky-spojensostudiom">https://euba.sk/student/legislativa/poplatky-spojensostudiom</a></p>
<p><b>Student loans</b></p>	<p><a href="https://euba.sk/student/studentska-pozicka">https://euba.sk/student/studentska-pozicka</a></p>
<p><b>Job offers</b></p>	<p><a href="https://kariera.euba.sk/">https://kariera.euba.sk/</a></p>
<p><b>Eating</b></p>	<p><a href="https://euba.sk/sluzby/stravovanie">https://euba.sk/sluzby/stravovanie</a></p>
<p><b>Accommodation</b></p>	<p><a href="https://euba.sk/student/informacie-pre-studentov/ubytovanie">https://euba.sk/student/informacie-pre-studentov/ubytovanie</a></p>
<p><b>Sports activities</b></p>	<p><a href="https://euba.sk/student/informacie-pre-studentov/sport">https://euba.sk/student/informacie-pre-studentov/sport</a></p>

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