

Description of the study programme – outline ¹

Name of the higher education institution	University of Economics in Bratislava	
Address of the higher education institution	Bratislava, Dolnozemska cesta 1	
Identification number of the higher education institution	00399957	
Faculty name	Faculty of Business Economy at EUBA with seat in Košice	
Address of the faculty	Košice, Tajovského 13	
Institution body for approving the study programme	Quality Assessment Committee at the EU in Bratislava	
Date of the study programme approval or the study programme modification	DD. MM. RRRR	
Reference to the results of the latest periodic review of the study programme by the institution	vložte odkaz	
Reference to the assessment report of the application for accreditation of the study programme under § 30 of 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.)	vložte odkaz	
1. Basic information about the study programme		
Name of the study program and its number according to the register of study programmes	Corporate Business and Marketing 183887	
Degree of higher education and ISCED-F education degree code²	second - 768	
Place(s) of delivery of the study programme	Košice	
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	8 - Economics and management 314 economy 341 wholesale and retail 342 marketing and promotion	

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-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).

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

completing the study programme, ISCED-F codes of the field/fields		
Type of the study programme		academically oriented
Awarded academic degree		engineer ("Ing.")
Form of study		full-time
In the case of joint study programmes, cooperating institutions and the range of study obligations the student fulfills at each of the given institutions (§ 54a of the Act on Higher Education Institutions).	x	
Language or languages in which the study programme is delivered³		english
Standard length of the study expressed in academic years		2 years
Capacity of the study programme (planned number of students)		15
The actual number of applicants		2
The actual number of students		0
2. Graduate profile and learning objectives⁴		
Graduate profile	<p>The study program reflects the vision and mission of the University of Economics in Bratislava and is based on its long-term plan: https://euba.sk/univerzita/misia-vizia-strategicke-ciele-poslanie, https://euba.sk/univerzita/dlhodoby-zamer</p> <p>The graduate of the second degree of university study in the study program Corporate Business and Marketing is able to analyze and critically evaluate the problems of marketing management and business systems of the company, design and implement forms of individual elements of the marketing mix. Assess the interaction of market participants with a complex marketing environment according to the latest knowledge of marketing theory. The emphasis of the course is on the graduate to gain knowledge in the field of application of marketing management, retail management, marketing tools, creation of marketing concepts, international business, operation of business systems that will enable him to successfully manage teams of cooperating entities in this area, design large projects independently and take responsibility for complex solutions.</p> <p>The professional profile is based on the application of a set of qualitative and quantitative methods in marketing, design of concepts for elements of the marketing mix, formulation and verification of hypotheses from market data, experimental procedures in evaluating the behavior of consumers and</p>	

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

businesses in the market, application of new information technologies in trade.

Within the profile subjects, the emphasis in the teaching is on the following subjects: retail management, marketing management, international business, quantitative analyzes and forecasts, buying and selling. These courses are provided by experienced teachers who publish in the subject areas in renowned magazines. We have also recently included in the program: forensic accounting - as a response to the demands of practitioners, purchasing an supply management 4.0, international business - as a result of internationalization of teaching, internet communication - as a requirement of students and behavioral economics - as a recommendation of members of the PHF EU Scientific Council.

The graduate's profile corresponds to the educational goals aimed at acquiring knowledge, skills and competences so that the successful graduate is prepared to perform a wide range of professional qualifications, as described below.

The trajectory and sequence of subjects is constructed in the study plan in the interest of gradual, continuous acquisition of knowledge, especially from compulsory subjects, with emphasis on profile subjects. After mastering them, the student has the necessary base of knowledge and skills relevant to the professions for which the graduate is prepared from the point of view of application. The study plan provides the student with the possibility of variability in creating the trajectory of the study through the selection of compulsory subjects and the choice of optional subjects for CBM.

In the case of this study program by choosing subjects such as professional communication in a foreign language, event marketing, direct marketing, digital marketing, new trends in marketing, hospitality management, digital economics, the student can after the end of the study focus more on marketing and promotion.

If the student chooses subjects in business administration, consumer theories and realities, consumer policy, hospitality management, consumer and civil law, game theory, communication and managerial skills, organizational behavior, environmental economics, expertise, innovation in business practice, so their mastery creates the preconditions for employment as a specialist in the development and coordination of the sales network, manager of the operating department, or restaurant.

In creating this study program, its authors relied on similar programs offered by world-renowned universities, which inspired them as well as their own experience gained not only at home but also abroad, in active participation in many mobility projects and other forms of cooperation with world-renowned universities. For example, PHF EU was the coordinator of the international project Persists Erasmus +, on the results of which the final structure of the subject purchasing an supply management 4.0 is based. The participation of experts from abroad, especially the University of Pittsburgh (USA), in connection with the implemented grant project supported by the Fulbright Foundation, is also expected within the teaching of subjects with an

	<p>international element (eg international business). The currently solved project KEGA no. 026EU-4/2021 "Development of Global Business Literacy for Economics and Management Students" was focused on increasing the level of global competencies of graduates.</p> <p>In the interest of deepening the practical skills of graduates, it is also planned to develop cooperation with representatives of economic practice, who, in addition to participating in the teaching process, are potential employers of graduates of the study program. This is, for example, Embraco Slovakia s.r.o., which has a global shared services center allocated in Košice, Raben Logistics Slovakia, s.r.o., METRO Cash & Carry SR s. r. o., Lidl Holding Slovenská republika, s.r.o., Minebea Slovakia s.r.o., or Československá obchodná banka, a.s.. Significant support in the transfer of knowledge from practice is also provided to students by the foundation of professor Pázman.</p> <p>The graduate is able to perform job positions not only in domestic but also in foreign companies operating in the Slovak Republic, multinational companies at home and abroad. Graduates of the study program corporate business and marketing can continue their studies at the 3rd level in the study program economics and business management, or in other economic or managerial study programs. Graduates of the study program Corporate Business and Marketing can continue their studies at the 3rd level in the study program economics and business management, or in other economic or managerial study programs.</p> <p>In this study program, increased attention is paid to particularly gifted students. Due to their preparation for scientific work and their motivation for doctoral studies, but also in an effort to ensure their contact with practice, we offer a large-scale elective course throughout the study, aptly called "honoris". Students of this prestigious, time-consuming selective study meet leading experts from practice, potentially the largest employers of graduates of the study program. So far, representatives of T-Systems Slovakia, Lafarge Holcim European Business Services, AT&T and IBM Slovakia have participated directly in the training.</p> <p>Based on the signed Memorandum of Cooperation between T-Systems Slovakia s.r.o. and PHF EU, T-Systems Slovakia s.r.o. became a partner of PHF EU for the Honoris project. The HONORIS course is unique, available only to second-level students at PHF EU. Its setting is exceptional in the Košice self-governing region and in the Slovak Republic. The joint initiative of cooperation between academia and internships in the form of the Honoris subject contributes to the attractiveness of studies at PHF EU, greater connection of internships and especially to the development of professional knowledge and practical skills of students and teachers of PHF EU.</p>
<p>Learning objectives (student's abilities at the time of completion of the programme and the main learning outcomes)</p>	<p>Knowledge: Graduates are able to characterize the national and international business environment in general; identify and work with key generally binding legislation; describe and explain the principles of creating a marketing strategy for a trade and services company; characterize the basic rules of management in wholesale and retail, describe the quality standards of receipt, storage and distribution of goods, specify the principles and tools of payment. They know</p>

	<p>how to define market research methods; competitive analysis and consumer surveys; characterize the principles, tools and processes in the marketing of trade and services companies; explain the principles, tools and processes of marketing communication; define the course and components of marketing communication in a wide range of media; describe the principles of management, performance measurement and control of job activities not only in the marketing department of the trade and services company, but also within the sales network. Graduates are able to explain the principles of consumer behavior, including behavioral aspects. They know how to specify modern technologies and online systems in the field of market research, marketing, promotion and sales.</p> <p>Skills: Based on the acquired knowledge, the graduate is able to create a model for business strategy according to the assignment. It develops its own proposals for solving complex problems of marketing and trade, based on situation analyzes and mastering the methods of diagnostics of the national and international business environment. He can apply modern technologies and work with adequate software support in order to analyze complex decision-making problems in conditions of risk. Can present the results of own analyzes, communicate proposals and solutions to individual stakeholders, apply the principles of behavioral economics in business and marketing. Based on the results of marketing analyzes, it can propose changes and innovations in sales support to the end customer, including the use of online marketing and digital platforms. Through simulated decision-making processes, it can implement a selection of delivery and payment terms. By developing analytical thinking and negotiation skills through role-playing, the graduate is ready to negotiate with business partners.</p> <p>Competences: Graduates are able to independently organize and plan their work, as well as the work of subordinates. By solving decision-making situations, they gain independence in decision-making and are able to take responsibility for the performance of their tasks. The solution to new, non-standard problems develops their ability to be creative. They are able to build a team and apply the principles of teamwork, including motivating people. Due to the emphasis on teamwork, support of active discussion, variant thinking, other interpersonal competencies such as communicativeness, cooperativeness or assertiveness are also systematically developed. The implementation of international elements into the teaching process within individual subjects, but also cross-sectionally, develops the level of global competence of students in order to prepare them for work in an international environment.</p>
<p>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</p>	<p>Graduates of Corporate Business and Marketing find employment primarily as specialists and managers in the field of trade and marketing. They are ready to successfully perform the full range of professional tasks related to the company's activities, especially with an emphasis on business and marketing. The potential for their application is given primarily by the allocation of the faculty in the East Slovakian region, where a similar study program is not offered</p>

	<p>to other entities, as well as the fact that a significant volume of foreign investment is allocated in this region.</p> <p>In accordance with the National Qualifications Framework, the graduate is ready to apply as:</p> <p>2431006 Specialist for Brand 1222003 Public Relations Officer 2631006 Foreign Trade Policy Specialist C2431002-00759 Specialist in marketing analysis and market research C2431006-00741 Brand Specialist C2431999-01444 Sales Network Development and Coordination Specialist U1221003-00758 Market research manager U1412001-00705 Restaurant manager C1219006-01010 Operations Manager U1211005-00999 Pricing manager</p> <p>The graduate of the study program is ready to perform the positions of marketing and sales director not only in domestic but also in multinational companies operating in the Slovak Republic and in the world.</p>
Relevant external stakeholders⁵	
3. Employability	
Evaluation of the study programme graduates employability	<p>Graduates of the study program Corporate Business and Marketing can find employment in a wide range of occupations across various sectors, but also company sizes, from multinational corporations, foreign companies, through domestic companies of various sizes, ending with self-employed persons, which often cover not only business but also marketing. The application of marketing tools is increasingly used in the non-profit sector, state and public administration in an effort to gain a foothold in the competitive market and attractively present its activities to stakeholders.</p> <p>The document Evaluation of the quality and applicability of PHF EU graduates in Košice (strengths and weaknesses) is prepared in accordance with the quality policy of PHF EU in Košice according to STN EN ISO 9001: 2016.</p>
If applicable, indicate the successful graduates of the study programme	We do not yet have graduates in the Corporate Business and Marketing study program in English
Evaluation of the study programme quality by employers (feedback)	The evaluation of the quality program of the PHF EU in Košice by employers is prepared in accordance with the quality policy of the PHF EU in Košice according to STN EN ISO 9001: 2016

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

4. Structure and content of the study programme⁶

The rules for the design of study plans within the study programme	<p>When creating study plans, we are based on the document - Internal Directive 1/2021 Principles of creating recommended study plans (https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2021/2021_zasady_tvorby_studijnych_planov_-_is_1_2021_uplneznenie) compliance with all rules in accordance with the provisions of the EU Study Regulations in Bratislava. The impetus for the adjustment was in particular:</p> <ul style="list-style-type: none">- inspiration by workplaces in a foreign university environment and efforts to create compatibility- requirements of economic practice and potential employers (according to STN EN ISO 9001: 2016)- interests of our listeners in news and current trends. <p>The study plan defines the time and content sequence of subjects, educational activities (lecture, seminar, consultation, compulsory practice, etc.) and forms of evaluation of study results. Assessment criteria are part of the fact sheets. When creating the study plan, the workload of the student, the number of hours of contact teaching / self-study was taken into the consideration. The aim was to create all the prerequisites for achieving quality outcomes of the educational process in terms of the created study plan.</p>
The recommended study plans for individual study paths^{7 8}	https://phf.euba.sk/www_write/files/studium/bc-ing-studium/studijne-plany/2021-

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

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,

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	The recommended study plan is attached to the application
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.	120
The requirements for completing the individual parts of the study programme and the student's progress within the study programme	
Number of credits for compulsory courses required for proper completion of studies/completion of a part of studies	113
Number of credits for compulsory optional courses required for the proper completion of studies/completion of a part of studies	7
Number of credits for optional courses required for the proper completion of studies/completion of a part of studies	
Number of credits for the final thesis and the defense of the final thesis required for the proper completion of studies	10
Number of credits for professional practice required for the proper completion of studies/completion of a part of studies	4
The rules for verification of learning outcomes, students assessment and the possibilities of appealing against the assessment	Each subject of the study program has clearly defined methods and criteria for evaluating learning outcomes, which are contained in detail in the information sheets of the subjects. They are based on Articles 8 and 9 of the Study Regulations (https://euba.sk/www_write/files/SK/docs/studijny-poriadok-uplne-znenie-2017.pdf), which describe the types and forms of study control as well as the classification scale. Assessment methods and criteria reliably represent the level of all learning outcomes in the course and at the same time guarantee that each successful graduate of the course has achieved all the required learning outcomes. The possibilities of corrective procedures or remedies against the results of the evaluation are described in Art. 8 of the study regulations. The rules for verifying learning outcomes and assessing students are binding on both students and teachers.
The topics of final theses of the study programme	We have not had a final thesis in English yet

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- 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).

<p>Rules for the assignment, processing, opposition, defense and evaluation of final theses in the study programme</p>	<p>The final part of the study is also a final thesis. The uniform procedure for processing, control of originality, registration, storage and access to final theses is regulated by a separate internal EU directive in Bratislava. (Internal Directive No. 8/2021 on final, rigorous and habilitation theses; https://euba.sk/www_write/files/SK/docs/interne-smernice/2021/is_8_2021.pdf). Information is available: https://www.euba.sk/student/zaverecne-prace</p> <p>The condition for successful completion of the study program is also the completion of the state exam and the defense of the final thesis before the commission for state exams. Further information regarding the state examination is provided in Art. 14 of the EU Study Regulations in Bratislava.</p> <p>The topics of the final theses result from the content focus of the study program, while reflecting the current needs in practice. The supervisors of the final theses are teachers of the PHF EU in Košice with a professional qualification of at least one level of university, such as the qualification of the completed study program. The detailed procedure for submitting, processing, opposing and defending final theses is described in Internal Area no. 8/2021.</p>
<p>Procedures for filing complaints and appeals by students</p>	<p>The student has the opportunity to use remedies against the results of the evaluation in accordance with Art. 8 of the EU Study Regulations in Bratislava.</p> <p>2017_Study_order (euba.sk)</p> <p>Students have the opportunity to submit suggestions: 1. anonymously: a) by means of an anonymous student survey, through which they evaluate the educational process, individual subjects, as well as securing teachers. Feedback from these regular student surveys is presented to them through the measures taken. b) by means of anonymous written suggestions delivered to a member of the faculty management, via an anonymous mailbox created for this purpose, or via the Internet. 2. by public submission of a complaint individually, or as a representative of a group of students (head of a study group), 3. through an initiative presented at regular meetings of the dean of the faculty with students, 4. the possibility to proceed in accordance with the Internal Directive no. 12/2010 on handling complaints (https://euba.sk/www_write/files/SK/docs/interne-smernice/2010/interna-smernica-12.pdf) and Internal Directive no. 2/2011 monitoring and quality evaluation at the University of Economics in Bratislava (https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf).</p>
<p>5. Course information sheets of the study programme⁹</p>	

⁹ According to decree no. 614/2002 Coll.

Course information sheets of the study programme	Information sheets are attached to the application.
6. Persons responsible for the study programme	
A person responsible for the delivery, development, and quality of the study programme¹⁰	prof. Ing. Vanda Lieskovská, PhD. function professor Department of Commercial Entrepreneurship vanda.lieskovská@euba.sk +421 55 722 3244
List of persons responsible for the profile courses of the study programme with the assignment to the course	
Profil course 1	Retail management prof. Ing. Vanda Lieskovská, PhD. funktion professor Department of Commercial Entrepreneurship vanda.lieskovská@euba.sk +421 55 722 3244 https://www.portalvs.sk/regzam/detail/703
Profil course 2	International Business doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD. funktion Associate Professor Department of Management aneta.bobenic.hintosova@euba.sk +421 55 722 3243 https://www.portalvs.sk/regzam/detail/683
Profil course 3	Quantitative analyzes and forecasting doc. PhDr. Ing. Robert Verner, PhD. MBA funktion Associate Professor Department of Quantitative Methods robert.verner@euba.sk +421 55 722 3205 https://www.portalvs.sk/regzam/detail/24673
Profil course 4	Marketing Management doc. Ing. Barbora Gontkovičová, PhD. funktion Associate Professor Department of Commercial Entrepreneurship barbora.gontkovicova@euba.sk rodičovská dovolenka https://www.portalvs.sk/regzam/?do=filterForm-submit&name=Barbora&surname=gontkovi%C4%8Dov%C3%A1&university=703000000&sort=surname&employment_state=no&advanced=on&filter=Vyh%C4%BEada%C5%A5
Profil course 5	Purchasing and Sale doc. Ing. Erik Weiss, PhD. funktion Associate Professor Department of Commercial Entrepreneurship erik.weiss@euba.sk https://www.portalvs.sk/regzam/detail/2728
The research/teacher profiles of persons responsible for the	

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

profile courses¹¹		
prof. Ing. Vanda Lieskovská, PhD.		VUPCH is attached to the application for accreditation of the study program
doc. JUDr. Ing. Aneta Bobenič Hintošová, PhD.		VUPCH is attached to the application for accreditation of the study program
doc. PhDr. Ing. Robert Verner, PhD. MBA		VUPCH is attached to the application for accreditation of the study program
doc. Ing. Barbora Gontkovičová, PhD.		VUPCH is attached to the application for accreditation of the study program
doc. Ing. Erik Weiss, PhD.		VUPCH is attached to the application for accreditation of the study program
List of teachers of the study programme¹²		The list of teachers is attached to the application for accreditation of the study program
List of the supervisors of final theses¹³		The list of supervisors of final theses is attached to the application for accreditation of the study program
The research/teacher profiles of the supervisors of final theses¹⁴		VUPCH is attached to the application for accreditation of the study program
Student representatives representing the interests of students of the study programme		
So far, no student has been accepted to the program of the study program Corporate Business and Marketing in English		
Study advisor of the study programme		
Aneta Bobenič Hintošová doc., JUDr., Ing., PhD. Department of Management aneta.bobenic.hintosova@euba.sk		https://phf.euba.sk/katedry/katedra-manazmentu/clenovia-katedry/bobenic-hintosova-aneta
Other supporting staff of the study programme		
Study officer	Helena Masnicova Ing helena.masnicova@euba.sk	
Study officer	Valéria Fejérová valeria.fejerova@euba.sk	
Study officer	Katarína Nagyová Ing., PhD. katarina.nagyova@euba.sk	

¹¹ Research/teacher profil according to the requirements of SAAVŠ

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

Accommodation officer	Pavol Janič Mgr. pavol.janic@euba.sk
Social Affairs officer	Helena Masnicova Ing helena.masnicova@euba.sk
Carrier counselor (if any)	x
Other administration staff (if any)	x
7. Spatial, material, and technical provision of the study programme and support	
Characteristics and extent of distance education applied in the study programme with the assignment to courses	<p>The study program is primarily provided by full-time education, but in terms of internationalization and further improvement of education, it is also possible to use the distance form of education, especially in the case of experts from abroad, or from practice and other cooperating universities in Slovakia. In this case, the training takes place in the MS Teams environment.</p> <p>In an emergency situation due to the regulation e.g. epidemiological measures also provide distance learning. The scope of distance education is flexibly adapted to the requirements of a specific subject, especially depending on the degree of participation of external entities in the teaching process as well as depending on the scope of extraordinary measures.</p>
Access, manuals of e-learning portals	https://euba.sk/student/e-learning https://helpdesk.euba.sk/kb/faq.php?id=3
Institution partners in providing educational activities for the study programme and the characteristics of their participation	<p>Although the study program Corporate Business and Marketing does not have a long history, it builds on extensive experience with various forms of partnership in providing educational activities within related study programs. Depending on the nature of participation, we record the following forms of cooperation:</p> <ul style="list-style-type: none"> - Passive support - usually consists of feedback in connection with the evaluation of the success of faculty graduates, formulating the requirements and expectations placed on potential graduates of the EU PHF in the future. - Occasional cooperation - consists in creating conditions for internships, internships, various professional activities, respectively the possibility to process the final work in the conditions of a particular company. - Active cooperation, in addition to all previous forms, also represents the implementation of invited lectures within individual subjects, participation in final exams and defense of final theses.
8. Required abilities and admission requirements for the study programme applicants	

<p>Required abilities and necessary admission requirements</p>	<p>The basic conditions for admission to study are a 1st degree university degree or a 2nd degree university degree in one of the study programs in the field of economics and management, or in a related field of study, the sum of the number of credits for previous university studies for which a university degree was obtained and the number of credits required for the proper completion of the 2nd degree study program for which the applicant applies must be at least 300 credits. An applicant may be admitted to the study without an entrance examination if no more than 3 years have elapsed since passing the state bachelor's examination at PHF, while the applicant will be admitted to study on the basis of a point evaluation of the state bachelor's examination. If more than 3 years have passed since passing the state bachelor's exam at PHF, or if it is an applicant who has completed a study program of the 1st degree in a related field of study at another faculty, he / she must successfully pass the entrance exam in writing. The content of the entrance exam consists of subjects within the scope of the state exam for the bachelor's study at PHF. Detailed conditions and requirements for applicants are set out in the applicable principles of the admission procedure for the 2nd level of study.</p> <p>Principles of admission procedure at PHF EU for the 2nd level of study: https://phf.euba.sk/www_write/files/studium/uchadzaci/2022-2023/z%C3%A1sady_pk_phf_2022-2023_2.st.upr.pdf</p> <p>https://admission.euba.sk/programmes/master-in-corporate-business-and-marketing</p>
<p>Admission procedures</p>	<p>Applicants apply electronically exclusively through the EU Academic Information System in Bratislava. Applicants who have met the conditions for admission without entrance exams will be accepted by the dean of the faculty without entrance exams. Applicants from PHF who do not meet the condition of admission without an entrance examination, but have successfully completed the 1st level of study, and applicants from other universities will take an entrance examination. According to the overall result of the entrance exam, the candidate who passed the entrance exam will be ranked so that the candidate with the maximum number of points gets the number 1 and the candidate with the minimum number of points gets the highest rank number. The dean of the faculty decides about acceptance and on the minimum number of points required for admission to</p>

	<p>study in accordance with the current principles of the admission procedure for the 2nd level of study.</p> <p>https://phf.euba.sk/www_write/files/studium/uchadzaci/2022-2023/z%C3%A1sady_pk_phf_2022-2023_2.st.upr.pdf</p> <p>Additional information for foreign applicants are available at the link: https://admission.euba.sk/programmes/master-in-corporate-business-and-marketing</p>
<p>Results of the admission process over the last period</p>	<p>A total of 2 applications for study, study program is not opened. Low number of applications for study program is in relation with COVID-19 pandemic.</p>
<p>9. Feedback on the quality of provided education</p>	
<p>Procedures for monitoring and evaluating students' opinions on the study programme quality</p>	<p>According to Act no. 131/2002 Coll. on higher education institutions on the amendment of certain laws, students have the right to express themselves at least once a year in the form of an anonymous questionnaire on the quality of teaching and on teachers (§ 70 para. 1). The survey of students' opinions is carried out in the form of electronic questionnaires in the AIS environment (https://ais2.euba.sk/). PHF EU is also a part of the quality management system at EU Bratislava - the system of quality assurance and improvement at the EU in Bratislava. The responsible vice-dean, the commissioner for quality, processes the relevant documents at the faculty level. The faculty obtains feedback through information from student representatives who are members of the Dean's College, as well as at informal student meetings with the Dean.</p> <p>Through "satisfaction measurement", management imposes corrective action. Feedback can be used for the needs of the university, but also to measure student satisfaction within the faculty. The results are also part of the report on the activities of the university or faculties: https://euba.sk/univerzita/vyrocnne-spravy https://euba.sk/univerzita/organizacna-struktura-a-pracoviska/utvary-riadene-prorektorom-pre-manazovanie-akademickych-projektov/centrum-na-security-and-support-quality-docs.euke.sk PHF EU has implemented an internal evaluation system in accordance with STN EN ISO 9001: 2016 (https://phf.euba.sk/fakulta/politika-kvality) PHF has developed the relevant organizational guidelines OS</p>

	<p>Customer satisfaction measurement (internal portal of PHF EU: docs.euke.sk). In addition to the above standards, the Directive is also based on the provisions of Section 70 (1). Act No. 131/2002 Coll. on higher education institutions as amended and internal documentation:</p> <ul style="list-style-type: none"> • EU PHF Statute • Internal EU directives Bratislava • Internal surveys - documents from the Center for EU Quality Assurance and Support Bratislava <p>https://phf.euba.sk/fakulta/politika-kvality docs.euke.sk</p> <p>The evaluation is based on the internal EU directive Bratislava:</p> <p>https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf</p>
Results of student feedback and related measures to improve the study programme quality	<p>The results of feedback from students are used to increase the quality of the study program. Through "satisfaction measurement", management imposes corrective action. These activities are solved by the university management within the "quality of education" at the PHF EU by a questionnaire survey on selected subjects within the teaching process. The results are then published in the relevant evaluation reports, which serve as a basis for decision-making by the faculty management. The review took and formulated measures to improve the situation.</p> <p>https://euba.sk/univerzita/vyrocnne-spravy</p> <p>https://euba.sk/univerzita/organizacna-struktura-a-pracoviska/utvary-riadene-prorektorom-pre-manazovanie-akademickych-projektov/centrum-na-zabezpecenie-a-podporu-kvality https://euba.sk/www_write/files/SK/pracoviska/czapk/2021/sumarna_sprava_2019-2020.pdf speed results and measures by faculties</p>
Results of graduate feedback and related measures to improve the study programme quality.	x
10. References to other relevant internal regulations and information concerning the study or the study programme student	
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 of the disciplinary board	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_rokovaci_poriadok_disciplinarne_i_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 students with special needs	https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/interna-smernica-c-8-2016.pdf
Fees related to the study	https://euba.sk/student/legislativa/poplatky-spojene-so-studiom
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
Športové aktivity	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-istic
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 activity	https://euba.sk/veda-vyskum/aktualne-informacie/svoc
Others according to individual faculties	<p>https://phf.euba.sk/</p> <p>https://phf.euba.sk/fakulta/politika-kvality</p> <p>docs.euke.sk (dostupné len po prihlásení sa zamestnancom) https://phf.euba.sk/uchadzaci-o-studium/zakladne-informacie</p> <p>https://phf.euba.sk/studium/sprievodca-studiom</p> <p>https://phf.euba.sk/studium/studenti-so-specifickymi-potrebami</p> <p>https://phf.euba.sk/studium/telovychovne-aktivity#vyucba</p> <p>https://phf.euba.sk/studium/studentska-anketa</p>