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Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_ApStatR	Course name: Applied Statistics in R System
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) Regular term: Practical exam - 100 points The student will receive a maximum of 100 points for the practical exam in the form of the assigned analysis in due time to complete the course. With the practical exam, the student demonstrates the acquisition of knowledge provided in the course. To successfully pass the course in due time, the student needs to obtain at least 65 points of the overall evaluation. b) Correction term: A student who does not meet the conditions for successful completion of the course in due time, in the corrective term for the completion of study obligations will pass a corrective practical exam, for which he can obtain a maximum of 100 points of the overall evaluation. To successfully complete the course in the correction period, the student needs to obtain at least 65 points of the overall evaluation. During the practical exam in the regular or corrective term, the student is allowed to use any available study materials, or work with information from the Internet.	
Learning objectives: -knowledge: The student will be acquainted with the basics of the statistical system R, with the basics of the syntax of the R language and basic pre-programmed commands. He will be able to process data, visualize them and learn about the possibilities of finding patterns and contexts in the data. Student will learn the theoretical and practical background of supervised and unsupervised models. -skills: The student is able to apply the acquired knowledge in solving specific practical tasks focused on economic practice. Can visualize and graphically present data. Can assess the suitability of selected tools, interpret the results and evaluate the accuracy of statistical procedures. -competence: The student will be able to edit and process data in the statistical system R, will be able to create mathematical-statistical models in this system, will be able to interpret, analyze and present the results.	
Brief outline of the course: Introduction to R. Basics of programming in R. Data sources and their graphic presentation. Basic statistical procedures in R (probability distributions, regressions, linear models, time series, prediction models and models without a teacher). Application of the R program in measuring credit risk.	

Recommended literature:

1. DALGAARD, P. 2008. Introductory Statistics with R. 2. Vyd. New York : Springer, 2008. ISBN 978-0-387-79053-4.
2. JAMES, G., HASTIE, T., TIBSHIRANI, R., WITTEN, D. 2013. An introduction to statistical learning with applications in R, New York : Springer, 425 s., ISBN 978-1-4614-7137-0. (dostupné online)
3. R CORE TEAM 2016. R: a language and environment for statistical computing. Vienna : R Foundation for Statistical Computing. <http://www.r-project.org>
4. TEETOR, P. 2011. 2011. R cookbook. Sebastopol (CA) : O'Reilly Media. ISBN 978-0596809157.
5. VENABLES, W. N., RIPLEY, B. D. 2002. Modern applied statistics with S. 4. Vyd. New York : Springer, 2002. ISBN 0-387-95457-0.
6. VERZANI, J. 2005. Using R for Introductory Statistics. Boca Raton (Florida) : Chapman & Hall/CRC, 2005. ISBN 1-584-88450-9.
7. VIRTUÁLNA UNIVERZITA MATEJA BELA 2021. Aplikovaná štatistika v systéme R (predpripravené skripty, tutoriály a videonávody). Banská Bystrica: Univerzita Mateja Bela v Banskej Bystrici. Dostupné na internete: <https://lms.umb.sk>

Language of instruction:

slovak, english

Notes:student time load:

120 hours, out of which
Combined study (Lectures, Seminars, Consultations): 26
Self-study: 94

Course assessment

The final number of assessed students: 6

A	B	C	D	E	FX(0)	FX(1)
16.67	16.67	16.67	33.33	16.67	0.0	0.0

Instructor: Mgr. Mária Stachová, PhD.**Last changed:** 07.06.2022**Approved by:** prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_RHZ	Course name: Brand Value Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active participation in seminars: 0-30 points continuous written test: 0-20 points b) final assessment: term project: 0-50 points	
Learning objectives: After completion of the course the student should be able to: 1. used models and methods of creating brand value for a specific undertaking, 2. design a program for the undertaking of building brand value, as part of the corporate intangible assets 3. apply procedures that can enhance brand perception by consumers, 4. assess the appropriateness of the strategy (extension repositioning, revitalization) brand creation, 5. evaluate the rate and method of brand perception and its features consumers, 6. formed for undertaking a methodology for identifying brand perception.	
Brief outline of the course: 1. Legal marketing and brand definition. Historical perspective on the brand in Slovakia and in the world. 2. Principles of brand creation. Brands as part of marketing communication. 3. Brand value creation as a factor of business. 4. Identity and brand image. 5. Brand value and brand value management processes. 6. Brand personality. Strategic brand analysis. 7. Brand strategy and its life cycle, expansion and revitalization of the brand. 8. Measuring brand value and measurement method. 9. Plan for brand building.	
Recommended literature: KELLER, K. L. 2007: Strategické řízení značky. Praha: Grada, 2007, ISBN 978-80-247-1481-3 2. AAKER, D. A. 2003. Brand Building - budování značky. Brno: Computer Press. 2003. ISBN 80-7226-885-6.	

4. AAKER, D. A. 2000. Managing Brand Equity. N. York: The Free Press. ISBN						
Language of instruction: Slovak						
Notes:student time load: 150 hours Combined form (Lecture, Seminar, Consultation): 52 self-study: 57 preparation of the project: 31 collection of data: 10						
Course assessment The final number of assessed students: 54						
A	B	C	D	E	FX(0)	FX(1)
79.63	11.11	3.7	3.7	1.85	0.0	0.0
Instructor: Ing. Filip Smutný, PhD.						
Last changed: 03.03.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_RHZ-aj	Course name: Brand Value Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active participation in seminars: 0-30 points continuous written test: 0-20 points b) final assessment: Project: 0-50 points In case of failure student takes resit written exam and/or submits elaborated essay to reach required rate of success (65 %).	
Learning objectives: After completion of the course the student should be able to: 1. used models and methods of creating brand value for a specific undertaking, 2. design a program for the undertaking of building brand value, as part of the corporate intangible assets 3. apply procedures that can enhance brand perception by consumers, 4. assess the appropriateness of the strategy (extension repositioning, revitalization) brand creation, 5. evaluate the rate and method of brand perception and its features consumers, 6. formed for undertaking a methodology for identifying brand perception.	
Brief outline of the course: 1. Legal marketing and brand definition. Historical perspective on the brand in Slovakia and in the world. 2. Principles of brand creation. Brands as part of marketing communication. 3. Brand value creation as a factor of business. 4. Identity and brand image. 5. Brand value and brand value management processes. 6. Brand personality. Strategic brand analysis. 7. Brand strategy and its life cycle, expansion and revitalization of the brand. 8. Measuring brand value and measurement method. 9. Plan for brand building.	
Recommended literature: 1. KELLER, K. L. APERIA, R., GEORGSON, M. 2012. Strategic Brand Management. Pearson/Prentice Hall. 926 p. ISBN 978-0-273-73787-2.	

<p>2. JOHANSON, J. K., CARLSON, K. A. 2015. Contemporary Brand Management. 253 p. ISBN 978-1-4522-4287-3.</p> <p>3. AAKER, D. A., 2011. Building Strong Brands. N. York: Free Press. 602 p. ISBN 0-02-900151-X.</p> <p>4. AAKER, D. A. 2009. Managing Brand Equity. N. York: The Free Press. 331 p. ISBN 978-0029001011.</p>						
<p>Language of instruction: English</p>						
<p>Notes:student time load: 150 hours Combined form (Lecture, Seminar, Consultation): 52 self-study: 57 preparation of the project: 31 collection of data: 10</p>						
<p>Course assessment The final number of assessed students: 0</p>						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0
<p>Instructor: Ing. Filip Smutný, PhD.</p>						
<p>Last changed: 03.03.2022</p>						
<p>Approved by: prof. Ing. Zdenka Musová, PhD.</p>						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_OR-aj	Course name: Business Negotiations (in English)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: seminar paper: 15 points presentation on the topic of business negotiation: 15 points b) final assessment: preparation and presentation of a simulated business negotiation: 30 points test: 40 points	
Learning objectives: After the completion of the course, the student can: 1. use acquired knowledge and skills in negotiation, 2. draw up the agenda for a negotiation, 3. conduct a discussion, listen actively and ask effective questions, 4. present arguments for persuading the other party, 5. solve conflicts and handle breakdowns, 6. make and respond to proposals, 7. use different negotiating styles, strategies and tactics, 8. summarize the results of negotiation.	
Brief outline of the course: Definition of negotiation. Intercultural aspects of negotiation. Strategies, tactics and styles in business negotiation. The principal stages of a formal negotiation. Relationship-building. Putting together a team for an international negotiation. Starting the negotiation – small talk. Setting objectives, drawing up the agenda, timing, procedure, establishing positions and exploring interests. Making and responding to proposals. Body language. Bargaining – exerting pressure, making concessions and attaching conditions. Persuasive tactics and responding to pressure tactics. Non-ethical negotiating tactics. Options for dealing with problems and conflicts. Conclusion and follow-up actions. The individual stages of negotiation are practised in the form of role-plays and the final output is a team presentation of a complex simulated business negotiation.	
Recommended literature: 1. POWELL, M. 2012. International Negotiations. Cambridge : Cambridge University Press 2012. ISBN 978-0-521-14992-1.	

2. COMFORT, J. 1998. Effective Negotiating. Oxford : Oxford University Press 1998. ISBN 0-19-457247-1.
3. HILTROP, J. M., UDALL, S. 1995. The Essence of Negotiation. London : Prentice Hall 1995. ISBN 0-13-349895-6.
4. GROSSMANOVÁ, M. 2010. Obchodné rokovania v angličtine. Sprint dva 2010. ISBN 978-80-89393-23-7.
5. NIERENBERG, G. I., CALERO, H. H. 2009. The New Art of Negotiating. Square One Publishers 2009. ISBN 978-0-7570-00305-9.
6. NIERENBERG, G. I., CALERO, H. H., GRAYSON, G. 2001. How to Read a Person Like a Book. Barnes and Noble Digital. ISBN 1-4014—0192-9.
7. CHORVÁT, J., TEREMOVÁ, M. 2003. Our Approach to Teaching Business Negotiations. In: Acta linguistica N° 5, Ekonomická fakulta Univerzity Mateja Bela. Banská Bystrica 2003, 100 – 104. ISBN 80-8055-825-6.

Language of instruction:

English

Notes:student time load:

90 hours

combined study (lectures, seminars, consultations): 26

self-study: 44

assignments: 20

Course assessment

The final number of assessed students: 37

A	B	C	D	E	FX(0)	FX(1)
27.03	21.62	10.81	24.32	5.41	10.81	0.0

Instructor: M.A. David Cole, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_FPvMaSP	Course name: Business Planning in Small and Medium-Sized Enterprises
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 / 26 Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: project: 0-10 points b) final assessment: written test: 0-10 points Final evaluation is given as a total of both parts. Students who failed to reach 65 % (min. 13 points) will correct that part which was not successful.	
Learning objectives: After completion of the course, the student can: <ol style="list-style-type: none"> 1. justify the importance of corporate planning in SMEs on basis of the acquired knowledge, explain the contents, structure and the process of planning, and use the basic methods and techniques of planning, 2. explain and practically apply the contents of individual steps in the process of creating the strategic planning of the enterprise, 3. prepare a corporate plan in a prescribed structure and content, create a founding budget, characterize individual resources of financing corporate activities in SMEs, 4. understand contents, structure, methods and techniques of creating a global plan of the enterprise as well as the individual functional plans in the enterprise, apply methods and practices used in the process of creating functional plans of the enterprise, 5. explain different approaches to corporate planning and explain the advantages of corporate planning in SMEs. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Basics of corporate planning. Structure and steps of the planning process. 2. Organization of planning in an enterprise. Planning methods and techniques. 3. System of corporate plans in SMEs. 4. Strategic and business plans. Entrepreneurial business plan. 5. Contents, process and methods of creating a business plan. 6. Creation of functional – practical plans in an enterprise. Process of functional plans preparation in an enterprise. 7. Marketing plan. 	

8. Production plan.
9. Plan of services providing.
10. Purchasing plan and supply plan.
11. Personnel plan.
12. Plan of innovations.
13. Financial plan. Methods and techniques used in the process of creating functional plan in an enterprise.

Recommended literature:

1. Lesáková, Ľ. a kol. 2013. Firemné plánovanie v malých a stredných podnikoch. Banská Bystrica : Ekonomická fakulta UMB, 2013. 238 s. ISBN 978-80-557-0508-8.
2. Srpová, J. a kol. 2020. Začíname podnikat. Praha : Grada publishing, 264 s. ISBN 978-80-271-2253-0.
3. Papula, J. a kol. 2018. Ako začať a úspešne podnikat'. Podnikateľské príbehy, vízie, stratégie a modely. Praha : Wolters Kluwer SR, 280 s. ISBN978-80-7552-985-5.
4. Svobodová, I., Andera, M. 2017. Od nápadu k podnikateľskému plánu. Jak hledat a rozvíjet podnikateľské príležitosti. Praha : Grada Publishing. ISBN 978-8-271-0407-9.
5. Quinlan, Ch. Et al. 2018. Business Research Methods. London : Cengage Learning EMEA 397 p. ISBN 978-1-4737-6035-6.

Language of instruction:

Slovak

Notes:student time load:

150 hours

combined study: 52 h. (L - 26 h.; S – 26 h.)

self-study: 45 h.

project preparation: 40 h.

data collection and processing: 13 h.

Course assessment

The final number of assessed students: 149

A	B	C	D	E	FX(0)	FX(1)
13.42	30.87	28.19	16.78	10.74	0.0	0.0

Instructor: doc. Ing. Ľuboš Elexa, PhD., Ing. Petra Gundová, PhD.

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica						
Faculty: The Faculty of Economics						
Code: D_2_SEPvSAP		Course name: Business Process Management with SAP				
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined						
Number of credits: 4						
Recommended semester/trimester: 2.						
Level: II.						
Prerequisites:						
Course completion conditions:						
Learning objectives:						
Brief outline of the course:						
Recommended literature:						
Language of instruction:						
Notes:student time load:						
Course assessment The final number of assessed students: 0						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: Ing. Igor Kollár, PhD.						
Last changed: 09.04.2024						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_B_on_line	Course name: Business on-line
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: Final assessment is based on tasks, test, and final project. a) continuous assessment: tasks 0-30, test: 0-30 b) final assessment: final assessment: project: 0-40	
Learning objectives: After successful completion of the course, student can: 1. create web pages for chosen company applying website usability principals (simplicity, speed, design,...) 2. judge the individual services offered to companies in this field (webhosting, web design, web applications development) and understand their importance, compare their value for a particular company or project, including their economic demands, 3. use the acquired knowledge about the internet technology for solving practically oriented tasks during seminars focused at publishing on the internet.	
Brief outline of the course: Internet and its services, basic concepts, characteristics of the used technology, their importance and economic demands. The use of the internet services in the economic practice. Catalogue and fulltext data search. Creation of web pages. Basics of design and usability (easy navigation). Principles and options for web graphics creation. Basics of the HTML, CSS and CMS. Registration and publication of the created web presentation at a publicly accessible server. Administration and updating of the company website. Publishing on the internet, webhosting, domains, price demands and conditions. Basics of Search Engine Optimization (SEO).	
Recommended literature: 1. LACO, P. 2018. Hodnotenie podnikových internetových stránok. Belianum – vydavateľstvo UMB, 124 s. ISBN 978-80-557-1524-7 2. KOLLÁR, I., LACO, P. 2017. Podnikové internetové aplikácie. Belianum - vydavateľstvo UMB, 100 s. ISBN 978-80-557-1183-6. 3. Internet standards published on official World Wide Web Consortium website: www.w3c.org .	

4. Official on-line tutorials: www.w3schools.com .						
Language of instruction: slovak						
Notes:student time load: 90 hours combined study: S: 26 self-study: 24 tasks during seminars: 20 project preparation: 20						
Course assessment The final number of assessed students: 58						
A	B	C	D	E	FX(0)	FX(1)
63.79	20.69	8.62	5.17	0.0	0.0	1.72
Instructor: Ing. Peter Laco, PhD.						
Last changed: 25.10.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_P SzMVS-aj	Course name: Case Studies from Public Sector Management
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: Final assessment: a) Active participation during case-studies' presentations (50 points) b) semester project (case study) and its defence (50 points)	
Learning objectives: student can 1. critically analyse the current trends in public sector management, 2. provide arguments on basis of the acquired knowledge in a discussion with a professional, 3. create case study using methodological concepts and compare the findings with current knowledge published in research papers.	
Brief outline of the course: - this course is based on presenting case studies from current practice and presentations provided by professionals/experts from practice, who are in leading/managerial positions in public sector organizations on various levels (local, regional, national), - case studies are provided a few weeks before the presentation with supporting literature and students are required to study the materials, dig into the problematics and prepare relevant questions for the presenters (strengthening the competence to understand the topics and place relevant questions) - one week before the seminar led by an expert, the teacher introduces the given topic/problem - at the seminar led by an expert, the students actively participate in discussion about the problems of practical application of their knowledge based on analysed case study and prepared questions. Key topics covered: 1. Public sector performance management – concepts and design 2. Strategic performance management of central government – legal and managerial consequences 3. Public governance and smart governance. 4. Local governance participation. 5. Alternative service delivery arrangements Contracting out in public sector. Contract management in public sector. 6. Behavioural economics in public sector. 7. Alternative funding of public services. Co-creation. Co-production. Crowdfunding.	

8. Participatory budgeting.
9. Implementation of digital tools in governance.
10. Potential of ecosystem services and its importance for local and regional stakeholders.
11. Place marketing. Place branding. Place marketing strategies.

Recommended literature:

1. Dolan, P., Hallsworth, M., Halpern, D., King, D., Vlaev, I. 2009. MINDSPACE influencing behaviour through public policy. Discussion document – not a statement of government policy.
2. Fabio Monteduro. 2017. The Adoption of Outcome-Related Performance Indicators in External Reporting: An Empirical Study. *International Journal of Public Administration* 40:10, pages 860-874.
3. Foret, M. a kol. Marketing communication in public administration. 1. vyd. - Brno : Mendel university in Brno, 2013. - 132 s.
4. Foret, M. Vaňová, A. a kol. Marketing in regional development. 1. vyd. - Brno : Mendel university in Brno, 2013. - 140 s.
5. Grunewald, K. et al. 2015. Ecosystem Services – Concept, Methods and Case Studies. Springer, 312 p. ISBN 978-3-662-51577-8.
6. Mikušová Meričková, B., Nemeč, J., Murray Svidroňová, M., Klimovský, D. 2017. Co-creation as a social innovation in delivery of public services at local government level : the Slovak experience. In: Juraj Nemeč et. al. In Handbook of research on sub-national governance and development. - 1. vyd. - Hershey : IGI global, 2017. - ISBN 9781522516453
7. Mikušová Meričková, B., Nemeč, J., Vozárová, Z. 2017. The efficiency of contracting out local public services in Czech Republic and Slovakia. In BeaharóV, D., J., Baehler, K., J., Klerman, J. A. 2017. Improving public services : international experiences in using evaluation tools to measure program performance. - 1. vyd. - Oxford : Oxford University Press, 2017. - ISBN 978-0-19-064605-9. - S. 265-285
8. Murray Svidroňová, M. 2018. Co-Creation in local services delivery: Case study from Slovakia. In Alternative delivery service, Juraj Nemeč, Vincent Potier, Michiel S. de Vries (Eds) IASIA/IIAS 2018 ISBN-978-2-931003-01-5. S. 82 – 92
9. Murray Svidroňová, M., et al. 2020. Alternative non-profit funding methods: crowdfunding in the Czech Republic and Slovakia, *Applied Economics Letters*, DOI: 10.1080/13504851.2020.1776828
10. Murray Svidroňová, M., Klimivský, D. 2022. Participatory budgeting in Slovakia: recent development, present state and interesting cases. In *International trends in participatory budgeting : between trivial pursuits and best practices*. - 1. vyd. - Cham : Palgrave Macmillan, 2022. - ISBN 978-3-030-79929-8. - ISSN 2524-728X. - pp. 247-269.
11. Murray Svidroňová, M., Vaceková, G., Nemeč, J. 2022. Co-production of public goods in Slovakia, Chapter 7. In *New perspectives in the co-production of public policies, public services and common goods*. - 1. vyd. - Liège : Université de Liège, 2022. - ISBN 978-2-931051-55-9. - ISSN 2795-8825. - Pp. 143-163.
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15. Tversky, A., Kahneman, D. 1976. Judgement under uncertainty: Heuristics and Biases. Science, roč. 185, 1976, č. 4157. ISSN 1469-1825, s. 1124-1131.
16. Vaňová a kol. Place marketing, public and nonprofit marketing: case studies. 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 98 s.
17. Vaňová, A. a kol. Place marketing. 1. vyd. - Banská Bystrica : Vydavateľstvo Mateja Bela - Belianum, 2017. - 96 s.
18. Vitálišová, K., Murray Svidroňová, M., Jakuš Mutuhová, N. (2021) Stakeholder participation in local governance as a key to local strategic development. In: Cities : The International Journal of Urban Policy and Planning. - Oxford : Elsevier Ltd., 2021. - ISSN 0264-2751. - Vol. 118 (2021), pp. [1-15].
19. Vitálišová, K., Sýkorová, K., Koróny, S., Laco, P., Vaňová, A., Borseková, K. (2023). Digital Transformation in Local Municipalities: Theory Versus Practice. In: Rouet, G., Côme, T. (eds) Participatory and Digital Democracy at the Local Level. Contributions to Political Science. Springer, Cham. https://doi.org/10.1007/978-3-031-20943-7_13

Language of instruction:

English

Notes:student time load:

combined study (S): 26

self-study: 70

preparing the semester paper: 48

collecting data: 36

Course assessment

The final number of assessed students: 4

A	B	C	D	E	FX(0)	FX(1)
75.0	0.0	0.0	25.0	0.0	0.0	0.0

Instructor: Ing. Nikoleta Jakuš Muthová, PhD., prof. Ing. Beata Mikušová Meričková, PhD., doc. Ing. Mária Murray Svidroňová, PhD., Ing. Katarína Sýkorová, PhD., prof. Ing. Anna Vaňová, PhD., doc. Ing. Katarína Vitálišová, PhD.

Last changed: 29.03.2023

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_PsZCR2	Course name: Case Studies in Tourism 2
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: elaboration and presentation of case study (0-60 points), b) final assessment: written exam (0-40 points). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: Elaboration and presentation of case study (0-60 points). b) final assessment: Written exam (0-40 points).	
Learning objectives: Student: <ol style="list-style-type: none"> 1. is able to use the acquired knowledge from previous subjects to evaluate the level of tourism development in selected destinations, 2. is able to critically evaluate the destination managements in Slovakia and abroad, 3. is able to analyse best practices of tourism destination development and apply on the conditions of Slovakia, 4. can manage destination management organization. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Vision and planning in tourism destination 2. Destination management organization and its role 3. Cooperation in tourism destination 4. Product development in tourism destination 5. Product distribution of tourism destination 6. Marketing communication of tourism destination 7. Digital destination marketing 8. Destination management system 9. Customer relationship management in tourism destination 10. Competitiveness of tourism destinations 11. Sustainable tourism development in destination 12. Trends in tourism development in destinations 	

Recommended literature:

1. GÚČIK, M. a kol. Manažment cieľového miesta cestovného ruchu. Knižnica cestovného ruchu 21. Banská Bystrica : Slovak-Swiss Tourism, 2012.
2. UNWTO. 2007. A Practical Guide to Tourism Destination Management. Madrid : World Tourism Organization, 2007.
3. UNWTO. 2008. Handbook of E-marketing for Tourism Destinations. Madrid : World Tourism Organization, 2008.
4. HORNER, S., SWARBROOKE, J. 2004. International Cases in Tourism Management. Oxford : Elsevier. 2008.

Language of instruction:

Slovak.

Notes:student time load:

120 hours:

combined study (lectures, seminars consultations): 30

self-study: 38

preparation of case study: 52

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Ing. Tomáš Gajdošík, PhD., Ing. Zuzana Gajdošíková, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_PszCR2-aj	Course name: Case Studies in Tourism 2 (in English)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: elaboration and presentation of case study (0-60 points), b) final assessment: written exam (0-40 points). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: Elaboration and presentation of case study (0-60 points). b) final assessment: Written exam (0-40 points).	
Learning objectives: Student: <ol style="list-style-type: none"> 1. is able to use the acquired knowledge from previous subjects to evaluate the level of tourism development in selected destinations, 2. is able to critically evaluate the destination managements in Slovakia and abroad, 3. is able to analyse best practices of tourism destination development and apply on the conditions of Slovakia, 4. can manage destination management organization. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Vision and planning in tourism destination 2. Destination management organization and its role 3. Cooperation in tourism destination 4. Product development in tourism destination 5. Product distribution of tourism destination 6. Marketing communication of tourism destination 7. Digital destination marketing 8. Destination management system 9. Customer relationship management in tourism destination 10. Competitiveness of tourism destinations 11. Sustainable tourism development in destination 	

12. Trends in tourism development in destinations

Recommended literature:

1. UNWTO. 2007. A Practical Guide to Tourism Destination Management. Madrid : World Tourism Organization, 2007.
2. UNWTO. 2008. Handbook of E-marketing for Tourism Destinations. Madrid : World Tourism Organization, 2008.
3. HORNER, S., SWARBROOKE, J. 2004. International Cases in Tourism Management. Oxford : Elsevier. 2008.

Language of instruction:

English.

Notes:student time load:

120 hours:
combined study (lectures, seminars consultations): 30
self-study: 38
preparation of case study: 52

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Ing. Tomáš Gajdošík, PhD., Ing. Zuzana Gajdošíková, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_Kouč	Course name: Coaching
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written test 0-25 points, activity during seminars (semestral essay) 0-25 points b) final assessment: oral exam 0-50 points Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: written test 0-25 points, activity during seminars (semestral essay) 0-25 points b) final assessment: oral exam 0-50 points Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment.	
Learning objectives: After course completion, the student: <ol style="list-style-type: none"> 1. Understand the theoretical background of coaching. 2. Know basic tools and techniques of coaching. 3. Be able to set the appropriate coaching tools in specific situations. 4. Be able to lead coaching process. 	
Brief outline of the course: The history of coaching. Basis of coaching and the difference from consultancy, mentoring, leadership Advantages and disadvantages of coaching. Transactional and transforamtional coaching. Self-coaching, individual and group coaching. Life and Professional coaching. Systemic coaching. Methods of coaching – GROW, ADAPT, ACHIEVE, Kaizen. The process of coaching. Questioning techniques. Feedback providing. Coach, his roles and competencies. Coaching in Slovakia and abroad.	
Recommended literature: <ol style="list-style-type: none"> 1. CHAMPATHES M. R. 2006. Coaching for performance improvement: the “COACH” model, Development and Learning in Organizations. An International Journal, Emerald, Vol. 20., č. 2., s. 17 – 18. ISSN 1477-7282. 2. CLEGG S. R. et all. 2005. Business coaching: challenges for an emerging industry, Industrial and Commercial Training, Emerald, Vol. 37., č. 5., s. 218 – 223. ISSN: 0019-7858. 	

3. PERRY. M. J. 2006. Life coaching and the law, Industrial and Commercial Training, Emerald, Vol. 38., č. 2., s. 98 – 101. ISSN: 0019-7858.
4. PHILLIPS R. 1996. Coaching for higher performance, Employee Councelling Today, Emerald, Vol. 8., č. 4., s. 29 – 32. ISSN: 0955-8217.
5. ULRICH D. 2008. Coaching for results, Business Strategy Series, Emerald, Vol. 9., č. 3, s. 104 – 114. ISSN: 1751-5637.
6. WHITMORE, J. 2009. Coaching for Performance: GROWing Human Potential and Purpose - The Principles and Practice of Coaching and Leadership, 4th Edition. Nicholas Brealey Publishing. 2009. 244 pages. ISBN 978-1857885354.

Language of instruction:

English

Notes:student time load:

110 hours:

Combined form (Lecture, Seminar, Consultation): 26

Self-study: 50

Data mining, presentation: 34

Course assessment

The final number of assessed students: 89

A	B	C	D	E	FX(0)	FX(1)
66.29	29.21	3.37	1.12	0.0	0.0	0.0

Instructor: Ing. Jozef Ďurian, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_KvIPaj	Course name: Communication Across Cultures (in English)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written analysis of a specific intercultural problem: 0-20 points project – written presentation of a field research: 0-30 points oral presentation of the research results: 0-20 points b) final assessment: test: 0-30 points	
Learning objectives: Student can: <ol style="list-style-type: none"> 1. perceive, identify and describe the observable manifestation of differences within other cultures and subcultures. 2. identify problems of intercultural character, respond to them and take up own standpoint. 3. discuss problems characterized by intercultural diversity, choose the best solutions, be aware of his/her own identity and accept the values of other cultures and subcultures. 4. analyze problems of intercultural communication, find basic principles of communication in chosen cultures and express own views and preferences. 5. find analogy between one's own behavior and behavior of representatives of other cultures, suggest hypothesis, and integrate the acquired knowledge and skills into practice. 6. argument and defend own opinions, show interest in developing the intercultural competencies. 	
Brief outline of the course: Communicative competence of mutual cooperation in business environment at the European, national, regional, and local level. Concept of intercultural communication, types of culture. Barriers to intercultural communication: stereotypes, prejudices, cultural expectations, perceptions and attitudes, culture shock and its phases. Awareness of one's own culture and values, adjusting critical attitudes, comparison of values of different nations, ethnic groups, and language communities. Role of verbal and non-verbal communication in intercultural relations. Mentality, thinking, and behavior of representatives of different nations/cultures and their impact on personal and working relations. Psychology of intercultural relations. Understanding and solving critical incidents in business environment through cultural dimensions. National identity and respect for differences between individual cultures and subcultures. Intercultural management in business environment.	

Recommended literature:

1. BENČIKOVÁ, D. 2007. Cross-Cultural Communication in Business. Banská Bystrica: Univerzita Mateja Bela, 2007. 208 s. ISBN 978-80-8083-533-0.
2. BENČIKOVÁ, D., MINÁROVÁ, M., POLČICOVÁ, M. 2009. Slovensko-anglicko-nemecký výkladový slovník interkultúrnej komunikácie. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta, 2009. 86 s. ISBN 978-80-8083-918-5
3. GUIRDHAM, M. 2011. Communicating Across Cultures at Work. New York: Palgrave Macmillan, 2011. 400 s. ISBN 978-0-230-28369-5.
4. HOFSTEDE, G., HOFSTEDE, G. J. 2004. Cultures and Organizations: Software for the Mind. 2nd edition. McGraw-Hill, 2004. ISBN 978-0-07-143959-6.
5. OLEJÁROVÁ M. a kol. 2007. Charakteristika vybraných krajín z pohľadu interkultúrnej komunikácie. Banská Bystrica, UMB, 2007.
6. STORTI, C. 1994. Cross-Cultural Dialogues: 74 Brief Encounters with Cultural Difference. Boston: N. Brealey, 1994. 140 s. ISBN 978-1-87-7864-28-5.
7. <http://www.geert-hofstede.com>

Language of instruction:

English

Notes: student time load:

90 hours

combined study (lectures, seminars, consultations): 26

self-study: 14

data collection and preparation of the project: 30

analysis of the research results: 20

Course assessment

The final number of assessed students: 22

A	B	C	D	E	FX(0)	FX(1)
27.27	27.27	18.18	9.09	0.0	18.18	0.0

Instructor: doc. PhDr. Dana Benčíková, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_Kontr	Course name: Controlling
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written test (50 points) including topics of the first half of the semester b) final assessment: written test (50 points) including topics of the second half of the semester Student must obtain at least 65 points in total for both tests to pass the course. In a case of failing the exam, student takes a resit written test (0 - 100 points) including all topics. To successfully complete the course, the student must obtain at least 65 points from the resit test.	
Learning objectives: Student is able to: <ol style="list-style-type: none"> 1. apply acquired knowledge to the analysis and interpretation of basic economic and financial relations in enterprise, 2. use the selected tools of controlling in business practice, 3. assess the explanatory variables obtained by comparison of the plans and reality, 4. apply analytical thinking in identifying the causes of deviations and propose measures to eliminate them in the future, 5. evaluate the relations among indicators to optimize the economic and financial situation in the company, 6. design the procedure of creation and use of own controlling system in management of in-plant economic processes. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Characteristic and history of controlling. Controlling information system. Controlling as a part of corporate governance. Particularities of controlling of small and medium-sized enterprises. 2. Controlling of costs. Different perspectives of cost management in enterprise. 3. Calculations as a tool of controlling. 4. Budgets as a tool of controlling. 5. Evaluation of in-plant outputs. 6. Controlling of current assets - inventories, claims, and financial accounts. 7. Controlling of revenues, and profit or loss. 	
Recommended literature:	

1. PONIŠČIAKOVÁ, O., GOGOLOVÁ, M. 2017. Podnikový kontroling. Žilina : EDIS, 2017. ISBN 9788055413204.
2. TÓTH, M., ŠAGÁTOVÁ, S. 2020. Nákladový kontroling. Bratislava : Wolters Kluwer, 2020. ISBN 9788075989062.
3. TÓTH, M., ŠAGÁTOVÁ, S., ŠTETKA, P. 2021. Nákladový kontroling. Zbierka príkladov. Bratislava : Wolters Kluwer, 2020. ISBN 9788057103950.
4. POPESKO, B., PAPADAKI, Š. 2016. Morderní metody řízení nákladů. Praha : Grada. ISBN 9788024757735.
5. KRÁL, B. a kol. 2019. Manažérske účetnictví. Praha : Management Press, 2019. ISBN 9788072615681.
6. BOGYOVÁ, E. - GROFČÍKOVÁ J. - LAPKOVÁ, M. 2011. Kontroling v malých a stredných podnikoch. Banská Bystrica : EF UMB, 2011. ISBN 978-80-557-0294-0.

Language of instruction:

Slovak

Notes:student time load:

150 hours

Combined form (Lecture, Seminar): 39 hours

Self-study of literature: 81 hours

Individual solving of case studies and exercises: 30 hours

Course assessment

The final number of assessed students: 33

A	B	C	D	E	FX(0)	FX(1)
9.09	15.15	6.06	24.24	36.36	6.06	3.03

Instructor: Ing. Ladislav Klement, PhD., doc. Ing. Ľuboš Elexa, PhD., Ing. Vladimíra Klementová, PhD.

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_FEAP2	Course name: Corporate Financial and Economic Analysis 2
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: midterm written test - final 35 points b) final assessment: Final written test – 35 points + project presentation – 30 points	
Learning objectives: 1. based on acquired knowledge is able to apply a rich methodological apparatus in resolving specific tasks regarding financial and economic analysis of the business and explain the use of the results in business practice, 2. masters the content, process and methods used in a financial analysis ex-post, is capable of using mathematical-statistical methods and economic-mathematical models to quantify the impact of determining factors, 3. is able to apply the content, process and methods of financial analysis ex-ante to resolve specific tasks (), is able to assess the strengths and weaknesses of particular methods as well as to interpret the results, 4. masters the methods for the corporate performance analysis in compliance with the theory of value creation (EVA, MVA, REVA), is capable of applying and using these methods in business practice, 5. masters the content and methodology of BSC creation (Balanced Scorecard) and Six Sigma, acquired theoretical and practical knowledge will enable him to explain the use of the BSC and Six Sigma in measuring and assessing business performance.	
Brief outline of the course: 1. Methods used in financial-economic analysis of the company. Classification of the methods used in FEAP. Methods of analysis of pooled company results. Ex-post financial analysis. Methods used to quantify the impact of determining factors in regard with pooled company results. 2. Ex-ante financial analysis. Methods of ex-ante financial analysis. Methods of scoring, methods of one-dimensional and multidimensional discriminant analysis, multi-criteria evaluation methods and neural networks. Strengths and weaknesses of particular methods. 3. Corporate performance analysis methods based on the theory of value creation (EVA, MVA, REVA). 4. Balanced Scorecard – the use of BSC concept to measure and manage business performance.	

5. Balanced Scorecard – integration of financial and non-financial metrics. Case studies.
6. Basics of Six Sigma as a strategy leading to the growth of productivity, performance and quality of production and provided services.

Recommended literature:

1. LESÁKOVÁ, Ľ., ELEXA, Ľ., GUNDOVÁ, P. 2015. Finančno-ekonomická analýza podniku 2. Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela Belianum, 100 s. ISBN 978-80-557-0983-3.
2. ELEXA, Ľ., GUNDOVÁ, P. 2019. Zbierka príkladov z finančno-ekonomickej analýzy podniku. Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela Belianum, 140 s. ISBN 978-80-557-1538-4.
3. KUBIČKOVÁ, D., JINDŘICHOVSKÁ, I. 2015. Finanční analýza a hodnocení výkonnosti firem. Praha : C. H. Beck, 342 s. ISBN 978-80-7400-538-1.
4. RUČKOVÁ, P. 2019. Finanční analýza: metody, ukazatele, využití v praxi. Praha : Grada Publishing, 160 s. ISBN 978-80-271-2028.
5. KALOUDA, F. 2015. Finanční analýza a řízení podniku. Praha : Grada Publishing, 230 s. ISBN 978-80-7380-526-5.

Language of instruction:

Slovak

Notes:student time load:

150 hours

Combined study: 39 h. (13/26 weekly),

Self-study: 45 h.

Collection of information, analysis: 55 h.

Preparation of project and presentation: 11 h.

Course assessment

The final number of assessed students: 32

A	B	C	D	E	FX(0)	FX(1)
37.5	6.25	3.13	21.88	31.25	0.0	0.0

Instructor: doc. Ing. Ľuboš Elexa, PhD., Ing. Petra Gundová, PhD.

Last changed: 06.02.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_PLog	Course name: Corporate Logistics
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 / 26 Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: preparation and presentation of project: 40 points b) final assessment: Written exam: 60 points	
Learning objectives: After completion of the course, the student can: 1. rationally solve problems associated with the movement of material in small and medium-sized enterprises, 2. to create, assess, evaluate and manage the logistics system for small and medium-sized enterprises through the use of knowledge acquired starting from procurement through production component to the distribution of goods to customers, 3. to obtain, evaluate and use information for a logistics strategy, logistics information system and security subsystems to ensure the improvement of logistical processes in SMEs.	
Brief outline of the course: 1. Introduction to Logistics. 2. Basic characteristics and organization of logistics. 3. Purchasing, production, and distribution logistics. 4. Customer Service. 5. Tasks and objectives, components and tools of supplying logistics. 6. Selection of suppliers. 7. Receipt of goods. 8. Warehouse logistics, warehouse logistics trends. 9. Production planning and management, philosophy JUST IN TIME. 10. Distribution, order processing, packaging. 11. Sustainable versus green logistics. 12. Logistics information system. 13. Logistics strategy, logistics decisions, success factors of logistics.	
Recommended literature: 1. MALÁ, D. a kol. 2011. Vybrané kapitoly súčasnej logistiky.1. vyd. Banská Bystrica : Univerzita Mateja Bela, Ekonomická fakulta v Banskej Bystrici, 2011. 136 s. ISBN 978-80-557-0202-5. 2. DUPAL, A. 2019. Logistika. Bratislava : Sprint dva, 2019. 288 s. ISBN 978-80-897104-4.	

3. MALÁ, D., BENČIKOVÁ, D. 2017. Selected issues of contemporary logistics. Banská Bystrica: Belianum, 2017. 142 s. ISBN 978-80-557-1241-3.
 4. OUDOVÁ, A. 2016. Logistika. Computer Media, 2016. 104 s. ISBN 978-80-740223-88.

Language of instruction:

Slovak

Notes:student time load:

180 hours

Combined form (Lecture, Seminar, Consultation): 52 h.(2/2)

Self-study: 70 h.

Collection of data : 28 h.

Preparation of the project: 30 h.

Course assessment

The final number of assessed students: 150

A	B	C	D	E	FX(0)	FX(1)
42.0	35.33	16.67	2.67	2.0	1.33	0.0

Instructor: doc. Ing. Denisa Malá, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_KKvRR	Course name: Creativity and Culture in Regional Development
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: The maximum number of points obtained for the interim and final evaluation is 100. It corresponds to the classification scale of the evaluation. Credits will be awarded to a student who has obtained following the requirements at least 65 of 100 points. a) continuous assessment: elaboration of the assignment and research during the semester: 0-50 points b) final assessment: seminar work and its presentation using activating forms of teaching: 0-50 points	
Learning objectives: Student after successful completion of the course: 1. understands and actively uses terminology and knowledge of culture and creative industries 2. applies theoretical knowledge in solving specific problems of the development of culture and cultural institutions in the territory 3. assesses the issue in its current context and in the context of trends connected with the development of society 4. identifies problems in the development of culture and creativity in the territory and suggests solutions based on current trends 5. will create a separate professional-research seminar work	
Brief outline of the course: Definition of basic terms. Culture, creativity and economy. Creative economy. The role of culture in the national economy. Culture and creativity in regional development. Funding of culture. Management of Culture. Culture development planning. Marketing of Culture and territory branding. Culture and creativity in the context of sustainable, intelligent and resilient development of cities and regions. UNESCO – culture and creativity in regional and local development. Case studies – creativity in local and regional development. Case studies - culture in local and regional development.	
Recommended literature: 1. Vaňová, A. a kol. Kreativne odvetvia ako zdroj nehmotných aktív v kontexte inteligentného rozvoja a inovácií / Anna Vaňová ... [et al.] ; rec. Ľudmila Nagyová, Beáta Meričková. - 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2016. - 141 s. [6,31 AH]. - ISBN 978-80-557-1173-7	

2. Vaňová, A. Trendy v rozvoji miest. 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2021. - 202 s. [6,84 AH]. - ISBN 978-80-557-1884-2
3. Vaňová, A. Marketingové stratégie rozvoja územia. 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2020. - 136 s. [10,47 AH]. - ISBN 978-80-557-1783-8
4. Breton, Albert. (1982). Introduction to an economics of culture. In UNESCO, Cultural industries: A challenge for the future of culture (pp. 40-50). Paris: UNESCO.
5. Edgar Andrew, Sedgwick Peter, Cultural Theory: The Key Concepts. 2nd edition. NYC Routledge. 2007
6. Scott Allen, The Cultural Economy of Cities, Sage, 2001
7. Steinert Heinz, Culture Industry, Cambridge: Polity Press, 2003

Language of instruction:

slovak

Notes:student time load:

120 hours, within that:

Combined form: Lecture, Seminar, Consultation: 26

self-study: 70

active preparation for seminars: 24

Course assessment

The final number of assessed students: 66

A	B	C	D	E	FX(0)	FX(1)
68.18	12.12	7.58	3.03	1.52	7.58	0.0

Instructor: prof. Ing. Anna Vaňová, PhD., doc. Ing. Katarína Vitálišová, PhD., doc. Ing. Kamila Borseková, PhD., Ing. Katarína Sýkorová, PhD.

Last changed: 28.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MVsZ	Course name: Customer Relationship Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Semester paper: 0-30 points Active participation during seminars, discussions, case studies and reasearch activities : 0 – 10 points b) final assessment: Written exam: 0-60 points	
Learning objectives: After completion of the course, the student: <ol style="list-style-type: none"> 1. uses the acquired knowledge in ensuring an individual approach to a customer, 2. is able to use tools of managing customer relations, 3. applies suitable strategies of managing customer relations, 4. assesses the value for the customer and the value of a customer for the enterprise, 5. evaluates customer satisfaction and loyalty, 6. creates a plan of customer care. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Consumer behavior of customers and influencing factors. 2. Psychology and typology of consumers. 3. Basic characteristics, elements, information support, structure and stages of building relations with customers, choice of the right strategy. 4. Customer satisfaction and methods of its measurement, customer loyalty, customer satisfaction model. 5. Value of customer for the enterprise and value for the customer. 6. Key customer. Key account management, causes of implementing the concept of serving customers, advantages, and risks. 7. Tools and levels of key account management. 	
Recommended literature: <ol style="list-style-type: none"> 1. KUBINA, M., LENDEL, V. 2019. Budovanie systému riadenia vzťahov so zákazníkmi v podniku. Žilina: Edis, 2019. ISBN 9788055414973. 	

2. CHLEBOVSKÝ, V. 2017. Management zákaznických řešení: Jak efektivně tvořit a spravovat individualizované řešení zákaznických potřeb. Praha: Grada Publishing, 2017. 128 s. ISBN 978-80-271-0559-5.
3. CHLEBOVSKÝ, V. 2016. CRM – řízení vztahů se zákazníky. Brno : Computer Press. 196 s. ISBN 8025107981.
4. BLOUDEK, J. a kol. 2013. Rozumíte svým zákazníkům. Praha: Management Press, 2013. 211 s. ISBN 978-80-7261-248-1.
5. POLIAČIKOVÁ, E. 2012. Manažment klíčových zákazníkov. 1. vydanie. Bratislava: Iura Edition, 2012. 101 s. ISBN 978-80-8078-451-5.
6. MUSOVÁ, Z., 2011. Riadenie vzťahov s klientmi v bankových inštitúciách. In: MUSOVÁ, Z., 2011. Bankový manažment a marketing (vybrané kapitoly). Banská Bystrica : UMB, EF v Banskej Bystrici, 2011. ISBN 978-80-557-0188-2.
7. LOŠŤÁKOVÁ, H. a kol. 2009. Diferencované řízení vztahu se zákazníky. Praha: Grada Publishing, 2009. ISBN 978-80-247-3155-1.
8. BURNETT, K. 2002. Klíčoví zákazníci a péče o ně. Praha: Computer Press, 2002. ISBN 80-7226-655-1.
9. KUMAR, V., REINARTZ, W. 2018. Customer relationship management. Concept, Strategy, and Tools. Berlin: Springer Verlag, 2018. 411 s. ISBN 978-3-662-55380-0.
10. BREWER, E.C., HOLMES, T.L. 2021. Better Customer Service. Simple Rules You Can Apply Today. Taylor & Francis, Ltd., 2021. ISBN 978-0367757-335.

Language of instruction:

Slovak

Notes: student time load:

150 hours:

Combined form (Lecture, Seminar, Consultation): 39

self-study: 60

seminar paper: 40

collection of data: 11

Course assessment

The final number of assessed students: 111

A	B	C	D	E	FX(0)	FX(1)
25.23	27.03	25.23	18.02	2.7	1.8	0.0

Instructor: prof. Ing. Zdenka Musová, PhD., doc. Ing. Martina Minářová, PhD., Ing. Filip Smutný, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_KaB	Course name: Digital Currencies and Blockchain
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: in-class active participation and presentation of news: 50 points b) final assessment: written test 50 points	
Learning objectives: <ol style="list-style-type: none"> 1. Be able to describe the Byzantine Generals' Problem (a classical problem on how to achieve a single winning strategy involving various parties, some of which may be corrupted, untrusted, or may disseminate inaccurate information) and how do blockchains address this problem. 2. Understand the basics of blockchain technology, i.e. cryptographic functions (hashes), the process of mining and issuance of new currency, various consensus mechanisms including the 'Proof-of-Work' consensus mechanism used in the Bitcoin Blockchain. 3. Distinguish among various types and properties of centralized, decentralized and hybrid blockchains and ascertain which of them is suitable for what purposes. 4. Understand how blockchain technology creates trust among untrusted parties and immutable entries, by linking/chaining blocks of information together (thus the concept of 'blockchain'). 5. Distinguish the basic characteristics and key metrics of Bitcoin and altcoins (alternative cryptocurrencies issued after Bitcoin) such as Ethereum, Tether, BNB, USD Coin, XRP, Cardano etc. 6. Learn how to transact and store cryptocurrencies, look-up and dissect real transactions in open blockchain networks. 7. Dive-in to more technical aspects of the technology such as mining pools, segregated witness, lightning network, forks and smart contracts, their uses and challenges. 8. Learn why this is an innovative technology and understand its potential to disrupt a number of other industries. 9. Identify some of the industries that may be disrupted by this technology, such as financial institutions, health, real estate, supply chain, academia, and others, as well as describe blockchain-related use cases. 10. Understand more advanced uses of the blockchain such as escrow services, asset registration, attestation, smart contracts, digital assets, tokenization, CBDCs, DeFi and others. 	

11. Understand what parallels and differences cryptocurrencies have with the existing monetary and banking systems.
12. Evaluate how central banks or governments may issue their own digital currency, for what purposes and to what end.
13. Identify some of the legal, regulatory and taxation challenges that this new technology may bring and learn how do major global regulators look at these issues.
14. Understand major frameworks for regulating cryptocurrencies.
15. Explore the current mega-trends towards decentralization and how blockchain and other technologies, such as AI and the IoT, fuel these trends.

Brief outline of the course:

The course provides an introductory understanding of blockchain technology and decentralized digital currencies (cryptocurrencies), such as bitcoin. The course will:

- survey the theory and principles by which digital currencies operate;
- provide practical examples of basic transactions and operations of blockchain or distributed ledger-based systems;
- explore the current and future interaction of digital currencies with banking, financial, legal and regulatory systems;
- help students understand the disruptive potential of blockchain and how this ecosystem can be perceived as an innovation;
- discuss the newest developments in the space (for example, tokenization, DeFi and CBDCs), explore the synergies between blockchain and other disruptive technologies (such as artificial intelligence and the internet of things) and provide a vision and thesis for a decentralized future.

The course will consist of four general topics:

1. Theoretical introduction to digital currencies: This will include the history of digital currencies, the invention of decentralized consensus through proof-of-work, and a technical overview of cryptocurrencies such as bitcoin, as well as alternative/advanced uses of the blockchain.
2. Practical introduction to digital currencies: This will include practical, introductory exercises in utilizing and constructing digital currency transactions.
3. Banking, financial and regulatory implications: Overview of how blockchain technology could revolutionize the existing monetary and banking system and possible approaches to regulation and development.
4. Innovation & development: How cryptocurrencies and blockchain technology can be viewed through innovation frameworks and what possibilities exist for further developments, including new blockchain uses (tokenization, decentralized finance [DeFi], central bank digital currencies [CBDCs], etc.) and convergence of blockchain with other technologies (most notably artificial intelligence and the internet of things) toward a decentralized future.

Recommended literature:

1. AMMOUS, S. 2018. The Bitcoin standard. Hoboken, New Jersey : John Wiley & Sons, 286 p. ISBN 978-1-119-47386-2.
2. AZHAR, A. 2021. Exponential. London : Cornerstone, 384 p. ISBN 978-1847942913.HOSP, J. 2018. Kryptomeny. Bratislava : Tatran, 172 s. ISBN 978-80-222-0945-8.
3. HARARI, Y., N. 2018. Money. London : Vintage Books, 133 p. ISBN 978-1-78487-402-5.
4. HAYEK, F. A. 1990. Denationalisation of Money The Argument Refined An Analysis of the Theory and Practice of Concurrent Currencies (3rd ed.). London, UK: The Institute of Economic Affairs.
5. CHOVCANULIAK, R. 2019. Pokrok bez povolenia. Bratislava : INESS, 288 s. ISBN 978-8-089-82007-8.

6. KRAVCHENKO, P., SKRIABIN, B., DUBININA, O. 2019. Blockchain And Decentralized Systems. Київ, Ukraine: Distibuted Lab.
7. NAKAMOTO, S. 2008. Bitcoin: A Peer-to-Peer Electronic Cash System. Retrieved from <https://bitcoin.org/bitcoin.pdf>
8. NARAYANAN, A., BONNEAU, J., FELTEN, E., MILLER, A., GOLDFELDER, S. 2016. Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction. Princeton, NJ: Princeton University Press.
9. SHRIER, D., L. 2020. Basic blockchain. London : Robinson, 182 p. ISBN 978-1-4721-4483-6.
10. TAPSCOTT, D., TAPSCOTT, A. 2018. Blockchain revolution. New York : Portfolio/Penguin, 358 p. ISBN 978-0-241-23786-1.

Language of instruction:

English

Notes:student time load:

120 hours

Combined study (P, S, K): 26 h.

Self-study: 50 h.

Preparation of presentation of current topics: 44 h.

Course assessment

The final number of assessed students: 77

A	B	C	D	E	FX(0)	FX(1)
59.74	19.48	11.69	1.3	2.6	5.19	0.0

Instructor: Ing. Ivan Sedliačik, PhD.

Last changed: 17.04.2023

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_KaB-aj	Course name: Digital Currencies and Blockchain (in English)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment - completion of the written assignment and in-class active participation: 30 points; b) final assessment - written test 70 points.	
Learning objectives: The student will: 1. Be able to describe the Byzantine Generals' Problem (a classical problem on how to achieve a single winning strategy involving various parties, some of which may be corrupted, untrusted, or may disseminate inaccurate information) and how do blockchains address this problem. 2. Understand the basics of blockchain technology, i.e. cryptographic functions (hashes), the process of mining and issuance of new currency, various consensus mechanisms including the 'Proof-of-Work' consensus mechanism used in the Bitcoin Blockchain. 3. Distinguish among various types and properties of centralized, decentralized and hybrid blockchains and ascertain which of them is suitable for what purposes. 4. Understand how blockchain technology creates trust among untrusted parties and immutable entries, by linking/chaining blocks of information together (thus the concept of 'blockchain'). 5. Distinguish the basic characteristics and key metrics of Bitcoin and altcoins (alternative cryptocurrencies issued after Bitcoin) such as Ethereum, Litecoin, XRP, Bitcoin Cash etc. Many of these altcoins may have different properties, follow different protocols and have different uses. 6. Learn how to transact and store cryptocurrencies, look-up and dissect real transactions in open blockchain networks. 7. Dive-in to more technical aspects of the technology such as mining pools, segregated witness, lightning network, forks and smart contracts, their uses and challenges. 8. Learn why this is an innovative technology and understand its potential to disrupt a number of other industries. 9. Identify some of the industries that may be disrupted by this technology, such as financial institutions, health, real estate, supply chain, academia, and others, as well as describe blockchain-related use cases. 10. Understand more advanced uses of the blockchain such as escrow services, asset registration, attestation, smart contracts, digital assets, tokenization, CBDCs, DeFi and others.	

11. Understand what parallels and differences cryptocurrencies have with the existing monetary and banking systems.
12. Evaluate how central banks or governments may issue their own digital currency, for what purposes and to what end.
13. Identify some of the legal, regulatory and taxation challenges that this new technology may bring and learn how do major global regulators look at these issues.
14. Understand major frameworks for regulating cryptocurrencies.
15. Explore the current mega-trends towards decentralization and how blockchain and other technologies, such as AI and the IoT, fuel these trends.

Brief outline of the course:

The course provides an introductory understanding of blockchain technology and decentralized digital currencies (cryptocurrencies), such as bitcoin. The course will:

- survey the theory and principles by which digital currencies operate;
- provide practical examples of basic transactions and operations of blockchain or distributed ledger-based systems;
- explore the current and future interaction of digital currencies with banking, financial, legal and regulatory systems;
- help students understand the disruptive potential of blockchain and how this ecosystem can be perceived as an innovation;
- discuss the newest developments in the space (for example, tokenization, DeFi and CBDCs), explore the synergies between blockchain and other disruptive technologies (such as artificial intelligence and the internet of things) and provide a vision and thesis for a decentralized future.

The course will consist of four general topics:

1. Theoretical introduction to digital currencies: This will include the history of digital currencies, the invention of decentralized consensus through proof-of-work, and a technical overview of cryptocurrencies such as bitcoin, as well as alternative/advanced uses of the blockchain.
2. Practical introduction to digital currencies: This will include practical, introductory exercises in utilizing and constructing digital currency transactions.
3. Banking, financial and regulatory implications: Overview of how blockchain technology could revolutionize the existing monetary and banking system and possible approaches to regulation and development.
4. Innovation & development: How cryptocurrencies and blockchain technology can be viewed through innovation frameworks and what possibilities exist for further developments, including new blockchain uses (tokenization, decentralized finance [DeFi], central bank digital currencies [CBDCs], etc.) and convergence of blockchain with other technologies (most notably artificial intelligence and the internet of things) toward a decentralized future.

Recommended literature:

1. AMMOUS, S. 2018. The Bitcoin standard. Hoboken, New Jersey : John Wiley & Sons, 286 p. ISBN 978-1-119-47386-2.
2. AZHAR, A. 2021. Exponential. London : Cornerstone, 384 p. ISBN 978-1847942913.HOSP, J. 2018. Kryptomeny. Bratislava : Tatran, 172 s. ISBN 978-80-222-0945-8.
3. HARARI, Y., N. 2018. Money. London : Vintage Books, 133 p. ISBN 978-1-78487-402-5.
4. HAYEK, F. A. 1990. Denationalisation of Money The Argument Refined An Analysis of the Theory and Practice of Concurrent Currencies (3rd ed.). London, UK: The Institute of Economic Affairs.
5. CHOVCANULIAK, R. 2019. Pokrok bez povolenia. Bratislava : INESS, 288 s. ISBN 978-8-089-82007-8.

<p>6. KRAVCHENKO, P., SKRIABIN, B., DUBININA, O. 2019. Blockchain And Decentralized Systems. Київ, Ukraine: Distibuted Lab.</p> <p>7. NAKAMOTO, S. 2008. Bitcoin: A Peer-to-Peer Electronic Cash System. Retrieved from https://bitcoin.org/bitcoin.pdf</p> <p>8. NARAYANAN, A., BONNEAU, J., FELTEN, E., MILLER, A., GOLDFELDER, S. 2016. Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction. Princeton, NJ: Princeton University Press.</p> <p>9. SHRIER, D., L. 2020. Basic blockchain. London : Robinson, 182 p. ISBN 978-1-4721-4483-6.</p> <p>10. TAPSCOTT, D., TAPSCOTT, A. 2018. Blockchain revolution. New York : Portfolio/Penguin, 358 p. ISBN 978-0-241-23786-1.</p>						
Language of instruction:						
English						
Notes:student time load:						
120 hours						
Combined study (P, S, K): 26 h. (2/0)						
Self-study: 50 h.						
Preparation of the project: 40 h.						
Collection of data: 4 h.						
Course assessment						
The final number of assessed students: 8						
A	B	C	D	E	FX(0)	FX(1)
25.0	12.5	0.0	12.5	0.0	50.0	0.0
Instructor: Ing. Ivan Sedliačik, PhD.						
Last changed: 20.06.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_DigMar	Course name: Digital Marketing
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active participation work on solving practical tasks during semester (0-60 points) b) final assessment: Number of points achieved for continuous and final evaluation is 100. It refers to a rating classification scale. Credits are assigned to students that obtained at least 65 points out of 100 for fulfillment of all duties within the course. Final test: 0-40 points Within resit examination, student repeats that part(s) of the assessment in which he/she gained lowest number of points, to achieve the final sum of at least 65 points.	
Learning objectives: Student: Knows basic terms and understands principles of online and digital marketing Adopts skills for identification, examination and addressing the target market Is able to create digital marketing strategy and digital marketing plan Masters utilisation of modern tools of digital marketing in practice to achieve online objectives Acquires the ability to use analytical tools, measure online performance and based on this to formulate managerial recommendations Adopts and develops his/her digital, cross-sectional and soft skills and competencies in the field of communication, teamwork and critical and creative thinking	
Brief outline of the course: Definition of basic terms related to digital and online marketing. Online vs offline behaviour of customers, methods of their identification and examination, their similarities and differences (STDC, AIDA model, customer segmentation, contact/touchpoints). Work with data and statistics in the field of digital technologies. Creation of digital plan and development of online strategy : scope, technologies, creative content, mission, objectives and KPI, USP and differentiation, analysis of competition search engines and Google Alerts), budget, feedback. Digital presentation on the internet: internet local listings, web pages, mobile applications, social media, electronic business. Search engine optimisations (SEO), search engine marketing (SEM). Key words and bid action system, PPC campaigns (pay-per-click advertising).	

Building relationships with customers and raising awareness about the company on social networks.
Development of mobile devices, mobile web and mobile applications.
Content marketing, and content advertising, e-mail marketing, place of video in marketing.
Analytical tools for measurement of online performance and success, web analytics and effective data presentation. Ethical considerations in data utilisation, GDPR.

Recommended literature:

1. PERFORMICS a kol. 2021. Uspejte v online: Čo najlepší marketéri vedia, robia a hlásajú. Lion Communications Slovakia, 2021. 291s. ISBN 9788097369408
2. KOLEKTÍV AUTOROV. 2019. Online marketing: tvorba zarábajúceho webu. Affiliate sieť Dognet: 2019. 507 s. ISBN 9788089969029
3. KOLEKTÍV AUTOROV. 2020. 123 tipov pre online a affiliate marketing. Affiliate sieť Dognet: 2020. 608 s. ISBN 9788089969098
4. KOMAN, G. - HOLUBČÍK, M. - KUBINA, M. 2020. Digitálny marketing - vybrané nástroje prezentácie podniku v online priestore. Edis: 2020. ISBN 9788055417028
5. KOLEKTÍV AUTOROV. 2014. Online marketing: Současné trendy očima předních expertů. Computer Press: 2014. 216 s. ISBN 9788025141557
6. JANOUGH, V. 2020. Internetový marketing. Computer Press: 2020. 376 s. ISBN 9788025150160
7. ŘEZNÍČEK, J. - PROCHÁZKA, T. 2014. Obsahový marketing: Nakrmte Internet svým obsahem. Computer Press: 2014. 224 s. ISBN 9788025141526
8. MURÁR, 2011. Marketing na Twitteri. Websupport: 2011. 138 s. ISBN 9788097081478
9. SEMERÁDOVÁ, T. - WEINLICH, P. 2019. Marketing na Facebooku a Instagramu. Computer Press: 2019. 192 s. ISBN 978802514959.
10. MILLER, M. 2012. Internetový marketing s Youtube: Průvodce využitím on-line videa v byznysu. Computer Press: 2012. 296 s. ISBN 9788025136720.
11. SPIES, M. - WENGER, K. 2020. Branded Interactions: Marketing Through Design in the Digital Age. Thames & Hudson: 2020. 352 s. ISBN 9780500023709.
12. RYAN, D. 2020. Understanding Digital Marketing: A complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. Kogan Page: 2020. 448 s. ISBN 1789666015.
13. Google Digitálna garáž - Základy digitálneho marketingu
<https://learndigital.withgoogle.com/digitalnagaraz/course/digital-marketing>.

Language of instruction:

Slovak

Notes: student time load:

150 hours, within that:

Combined study: 39

Self-study: 65

Preliminary tasks: 26

Collection, processing and analysis of data: 20

Course assessment

The final number of assessed students: 46

A	B	C	D	E	FX(0)	FX(1)
63.04	10.87	10.87	0.0	8.7	2.17	4.35

Instructor: doc. Ing. Janka Táborecká, PhD., Ing. Peter Laco, PhD., Ing. Filip Smutný, PhD.

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-DEP-513		Course name: Digital empowerment and participation	
Type, extent and method of instruction:			
Form of instruction: Practical			
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)			
Recommended number of periods: 26			
Method of study: combined			
Number of credits: 2			
Recommended semester/trimester:			
Level: II., III.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment			
The final number of assessed students: 0			
abs	n	p	v
0.0	0.0	0.0	0.0
Instructor: doc. PhDr. Alžbeta Brozmanová Gregorová, PhD., Mgr. Zuzana Heinzová, PhD.			
Last changed: 08.09.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_DS	Course name: Diploma Seminar
Type, extent and method of instruction: Form of instruction: Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Writing 20 literature sources reviews to the diploma thesis: 50 points b) final assessment: Writing a part of the diploma thesis – methodology (objective, methods of collection and treatment of the DT), outline of the DT, submission of 10 pages of the 1st chapter): 50 points	
Learning objectives: The student can: <ol style="list-style-type: none"> 1. use the theoretical knowledge from the study in the treatment of the diploma thesis topic 2. write a diploma thesis as a project 3. apply a logical structure, the theoretical knowledge from the study to the solution of a particular problem from practice 4. assess the state-of-the-art of the examined issue in a company or in the respective part of the market 5. evaluate the results of research and collected data analysis 6. suggest recommendations or new solutions in the respective area. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Diploma thesis as a project, its position in legislation. 2. The Faculty expectations from diploma theses, problems with solving a DT. 3. Content and form of DP. 4. Project of DT, work plan, preparation of writing a DT. 5. Study – literature and other resources review, preparation of a literature review, the purpose of a literature review, preparation of bibliographic references. 6. Resources and secondary and primary data collection, methods of data collection and processing. 7. Formulating the object of research, defining a working hypothesis, setting the objective. 8. Structure of DT, writing an outline of DT. 9. Methods of research. Processing of the collected material to the final version of DT. 10. Types of argument and work with them. 11. Work with the text of DT, models of composition of the main text. 12. Preparation for defending the DT (content, facts, form), course of defence of the DT. 13. DT treatment ethics, plagiarism. 	

Recommended literature:

1. Smernica č. 9/2021 o záverečných, rigorózných a habilitačných prácach na Univerzite Mateja Bela v Banskej Bystrici.
2. S-02-21 Úprava písomných vysokoškolských prác, záverečných prác a habilitačných prác na Ekonomickej fakulte Univerzity Mateja Bela v Banskej Bystrici.
3. Silverman, D. 2020. Qualitative Research. London: Sage Publication, 2020, ISBN: 9781529712971.
4. Silverman, D. 2018. Doing Qualitative Research. London: Sage Publication, 2018, ISBN: 35406511.
5. Silverman, D. 2019. Interpreting Qualitative Data. London: Sage Publication, 2018, ISBN: 9781526467249
6. Remr, J., Hendl, J. 2017. Metody výzkumu a evaluace. Praha: Portál, 2017, ISBN: 978-80-262-1192-1.
7. STN ISO 690:2012. Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.
8. Zákon č. 185/2015 Z. z. Autorský zákon v znení neskorších predpisov.
9. Zákon č. 211/2000 Z. z. o slobodnom prístupe k informáciám a o zmene a doplnení niektorých zákonov (zákon o slobode informácií) v znení neskorších predpisov.
10. Zákon č. 131/2002 Z. z. o vysokých školách a o zmene a doplnení niektorých zákonov v znení neskorších predpisov.
11. Odborná literatúra podľa zvolenej témy diplomovej práce.

Language of instruction:

Slovak

Notes: student time load:

120 hours

Combined study (Lectures, Seminar, Consultations): 26

Self-study: 40

Preparation of a project: 24

Data collection: 30

Course assessment

The final number of assessed students: 150

abs	n
96.67	3.33

Instructor: prof. Ing. Zdenka Musová, PhD., doc. Ing. Denisa Malá, PhD., doc. Ing. Janka Táborecká, PhD., doc. Ing. Miroslava Vinczeová, PhD.

Last changed: 03.02.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: DE_2_DPsO	Course name: Diploma Thesis with Defence
Type, extent and method of instruction: Form of instruction: Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: Method of study: combined	
Number of credits: 20	
Recommended semester/trimester: 3., 4..	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: writing and submitting the diploma thesis within the specified time b) final assessment: defence of the diploma thesis in front of the state exam board	
Learning objectives: The student can: 1. use the theoretical knowledge acquired during the study in the treatment of the diploma thesis topic 2. formulate the research objective, identify the problem and possibilities to solve it 3. assess the state of the state-of-the-art of the examined issue at home and abroad, formulate his/her own attitude to the examined topic, express a critical view of authors' opinions 4. apply a logical structure in the work procedure, analyze primary and secondary data 5. evaluate the research results and collected data analysis in the scope of his/her thesis 6. make recommendations or new solutions in the topic area and justify them; prepare a presentation for the diploma thesis defence, advocate his/her opinions.	
Brief outline of the course: Utilization of the knowledge from the diploma seminar in writing the final version of the diploma thesis with respect to the current directive, in the specified extent and submitted in the specified time. Demonstration of the knowledge, skills and abilities acquired during the study in proposing solutions to the formulated problems. Defence of the diploma thesis in front of the state exam board.	
Recommended literature: 1. Smernica č. 9/2021 o záverečných, rigorózných a habilitačných prácach na Univerzite Mateja Bela v Banskej Bystrici. 2. S-02-21 Úprava písomných vysokoškolských prác, záverečných prác a habilitačných prác na Ekonomickej fakulte Univerzity Mateja Bela v Banskej Bystrici. 3. Silverman, D. 2020. Qualitative Research. London: Sage Publication, 2020, ISBN13 (EAN): 9781529712971.	

4. Silverman, D. 2018. Doing Qualitative Research. London: Sage Publication, 2018, ISBN (EAN) 35406511.
5. Silverman, D. 2019. Interpreting Qualitative Data. London: Sage Publication, 2018, ISBN13 (EAN) 9781526467249
6. Remr, J., Hendl, J. 2017. Metody výzkumu a evaluace. Praha: Portál, 2017, ISBN: 978-80-262-1192-1.
7. STN ISO 690:2012. Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.
8. Zákon č. 185/2015 Z. z. Autorský zákon v znení neskorších predpisov.
9. Zákon č. 211/2000 Z. z. o slobodnom prístupe k informáciám a o zmene a doplnení niektorých zákonov (zákon o slobode informácií) v znení neskorších predpisov.
10. Zákon č. 131/2002 Z. z. o vysokých školách a o zmene a doplnení niektorých zákonov v znení neskorších predpisov.
11. Odborná literatúra podľa zvolenej témy diplomovej práce.

Language of instruction:

Slovak

Notes:student time load:

600 hours

Self-study and literature review: 150

Data collection: 200

Data analysis: 100

Synthesis and proposal of recommendations: 140

Preparation of a presentation and defence of the diploma thesis: 10

Course assessment

The final number of assessed students: 84

A	B	C	D	E	FX(0)	FX(1)
42.86	30.95	22.62	2.38	1.19	0.0	0.0

Instructor:

Last changed: 17.02.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_EEUINT	Course name: Economics of European Integration
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Continuous assessment 0 – 20 points. (The student is required to present one theme during semester, which will carry out a weight of maximum 16 points actively participate on seminars: maximum 4 points) b) final assessment: Final written test 0 – 80 points	
Learning objectives: After completion of the course student: <ul style="list-style-type: none"> - expand the knowledge of European economic integration dimension, - will be able to understand the fundamental processes in European economic integration, - will have a knowledge of policies related to the EU economic integration - evaluate the nature of problems in European economic integration and their possible solutions, - create, argue and defend one's own views of European economic integration 	
Brief outline of the course: Economic integration in the EU. The process of integration in European countries from the Treaties of Rome to the present. Common trade policy of the EU. Microeconomics of European integration. Basic microeconomic tools and the customs union. Economics of preferential liberalization. Growth effects and factor market integration. Common agricultural policy. Competition rules in the EU internal market. Economic integration, labor markets and migration within the EU and with third countries. Macroeconomics of monetary integration. History of European monetary integration. Monetary policy in the euro area – objective, tools and policy measures.	
Recommended literature: 1. BALDWIN, R.; WYPLOSZ, Ch. 2022. The Economics of European Integration. 7th. edition. McGraw-Hill Education. ISBN 9781526849434 (resp. 4. vydanie v českom jazyku: BALDWIN, R.; WYPLOSZ, Ch. 2013. Ekonomie evropské integrace. 4. vydání. Praha: Grada Publishing. ISBN: 978-80-247-4568-8) 2. JOVANOVIĆ, M. N. 2013. The Economics of European Integration, 2nd Edition. Edward Elgar Publishing; 2nd edition. ISBN 13: 9780857933973	

3. POMFRET R. W. T. 2021. The Economic Integration of Europe. Harvard University Press 2021-06-25, Cambridge (2021). ISBN 10: 0674244133 ISBN 13: 9780674244139
4. Zmluva o fungovaní Európskej Únie (Konsolidované znenie) <https://eur-lex.europa.eu/legal-content/SK/TXT/PDF/?uri=CELEX:12012E/TXT&from=EN>
5. Oficiálne stránky Európskej únie: https://european-union.europa.eu/index_sk a Európskej centrálnej banky <https://www.ecb.europa.eu/home/html/index.sk.html>

Language of instruction:

Notes:student time load:

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: Ing. Mariana Považanová, PhD.

Last changed: 19.03.2023

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-fpv-307		Course name: Electoral Geography	
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 2., 4.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 186			
abs	n	p	v
97.85	2.15	0.0	0.0
Instructor:			
Last changed: 24.07.2015			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: ESN1	Course name: Erasmus student network 1		
Type, extent and method of instruction:			
Form of instruction:			
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)			
Recommended number of periods:			
Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: I., II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment			
The final number of assessed students: 11			
abs	n	p	v
100.0	0.0	0.0	0.0
Instructor: doc. Mgr. et Mgr. Ing. Miroslava Knapková, PhD.			
Last changed:			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-fpv-205		Course name: Field Course Abroad	
Type, extent and method of instruction: Form of instruction: Practical Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 1560 Method of study: combined			
Number of credits: 6			
Recommended semester/trimester: 2., 4.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 30			
abs	n	p	v
93.33	6.67	0.0	0.0
Instructor: doc. RNDr. Alfonz Gajdoš, PhD.			
Last changed: 03.02.2017			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_TV	Course name: Field Research
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: As part of the course, students will solve assignments from practice (e.g. in cities, municipalities, authorities, non-profit entities, business entities). As long as the terms of the assignment will allow it, authorities from practice will be directly involved in the evaluation. As part of the ongoing assessment, students will be required to participate in field research realized in the form of meetings with relevant subjects from practice, excursions etc. - associated with collecting data in the territories of municipalities or other organizations or in a different form depending on assignments. The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: completion of field research to the required extent: 0-50 score b) final assessment: processing of seminar paper: 0-50 score	
Learning objectives: Student after successful completion of the course: <ol style="list-style-type: none"> 1. is able to use the appropriate apparatus of scientific methods when solving a research assignment, 2. is able to independently and methodically correctly solve research assignments, 3. can apply various methods and forms of data collection in field research, 4. assesses the suitability of primary and secondary data processing methods in fulfilling research objectives, 5. is able to evaluate research questions and hypotheses through scientific and mathematical-statistical methods and choose them appropriately for primary and secondary processing data, 6. creates an action plan for field research based on the assignment and research priorities, which will result in a proposal of strategies for solving the research problem. 	
Brief outline of the course: Assigning the research problem. Defining the field research goal and partial goals. Definition of the subject and object of research. Study of relevant literature sources. Determination of research questions and hypotheses. Selection of a suitable apparatus of scientific methods. Selection of research sample. Determination of methods and forms of data collection. Data	

collection. Secondary data processing methods. Methods of primary data processing. Data analysis and evaluation. Strategy proposal / proposal solutions to the research problem. Creating an action plan. Presentation of field research results. Evaluation of the assignment, including peer evaluation.

Recommended literature:

1. GONDA, V. a kol. 2009. Metodika vedeckej práce, Bratislava: EKONÓM, 252 s. ISBN 978-80-225-2797-2
2. HORÁČEK, J., RISTVEJ, J. 2007. Tvorba metodiky projektu výskumu, EDIS — vydavateľstvo ŽU, Žilina, 32 s., ISBN 978-80-8070-773-6.
3. MACK, N., a kol. 2005. Qualitative Research Methods: A data collector's field guide. North Carolina: Family health international. 119 s. ISBN 0-939704-98-6.
4. MEŠKO, D., KATUŠČÁK, D., FINDRA, J., a kol. 2005. Akademická príručka. 2 vyd., Osveta, Martin, 496 s. ISBN 80-8063-200-6.
5. McCOMBES, S. 2020. How to write a research methodology. Dostupné na internete: <https://www.scribd.com/document/481922588/Writing-Research-Methodology>
6. OCHRANA, F. 2009. Metodologie vědy. Praha: Karolinum. 156 s. ISBN 9788024616094.
7. RISTVEJ, J., KAMPOVÁ, K. 2010. Vedecké metody. In Trilobit 2010. Dostupné na internete: <http://www.trilobit.fai.utb.cz/vedecke-metody>

Language of instruction:

Slovak

Notes:student time load:

120 hours, of which:

Combined study (Lectures, Seminars, Consultations): 26

Self-study: 24

Field research and processing of seminar paper: 70

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: Ing. Filip Flaška, PhD., doc. Ing. Stanislav Kološta, PhD., doc. Ing. Radoslav Kožiak, PhD., Ing. Katarína Sýkorová, PhD., prof. Ing. Anna Vaňová, PhD., doc. Ing. Katarína Vitálišová, PhD., doc. Ing. Kamila Borseková, PhD.

Last changed: 24.08.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_FT1(TV1)	Course name: Field Trip 1
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: elaboration and presentation of the secondary research (partial study) in selected tourism region, active participation in seminars (60 %), b) final assessment: elaboration of the seminar paper presenting the findings of the secondary research conducted in selected tourism region (40 %). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: Elaboration and presentation of the secondary (partial study) research in selected tourism region, active participation in seminars (60 %). b) final assessment: Elaboration of the seminar paper presenting the findings of the secondary research conducted in selected tourism region (40 %).	
Learning objectives:	
Brief outline of the course: Selection of destination for realization of the field trip. Getting skills in secondary research and elaboration and evaluation of the secondary data from selected destination: primary and secondary supply, marketing, tourist infrastructure and its analysis, demand for tourism, presentation of the destination and its marketing, socio-economic development of the destination, analysis of the competences and responsibilities of the existing tourism organisations and DMOs, values and traditions of the destination, SWOT analysis and brief outline of the tourism development strategy.	
Recommended literature: 1. KUČEROVÁ, J. 2015. Plánovanie a politika v cieľových miestach cestovného ruchu. Banská Bystrica : Belianum, ISBN 978-80-557-0871-3. 2. KUČEROVÁ, J., MARÁKOVÁ, V., GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., MARCIŠ, M. 2019. Udržateľná konkurencieschopnosť cieľových miest cestovného ruchu. Banská Bystrica : DALI-BB, 2019. 140 s. ISBN 978-80-8141-221-9. 3. GÚČIK, M. a kol. 2011. Marketing cestovného ruchu. Banská Bystrica : Slovak-Swiss Tourism, 2011. ISBN 978-80-89090-85-3.	

4. GÚČIK, M. a kol. 2007. Manažment regionálneho cestovného ruchu. Banská Bystrica : Slovak- Swiss Tourism, 2007. ISBN978-80-80990-34-1.

Language of instruction:

Slovak, English.

Notes:student time load:

120 hours.

Course assessment

The final number of assessed students: 60

A	B	C	D	E	FX(0)	FX(1)
73.33	25.0	0.0	0.0	0.0	1.67	0.0

Instructor: Ing. Diana Kvasnová, PhD., Ing. Matúš Marciš, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_FT2(TV2)	Course name: Field Trip 2
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 8	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active participation at seminars, participation in the elaboration of the final study dealing with the development of tourism in the selected destination, possible participation in the Students Scientific Activity, participation in the preparation of the itinerary of the excursion and its organisation (transport, accommodation, catering, visits of tourist attractions, organising of meetings with the stakeholders in the destinations) (0-50 %), b) final assessment: participation in the excursion (5 days) (0–50 %). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment.	
a) continuous assessment: Active participation at seminars, participation in the elaboration of the final study dealing with the development of tourism in the selected destination, possible participation in the Students Scientific Activity, participation in the preparation of the itinerary of the excursion and its organisation (transport, accommodation, catering, visits of tourist attractions, organising of meetings with the stakeholders in the destinations) (0-50 %).	
b) final assessment: Participation in the excursion (5 days) (0–50 %).	
Learning objectives:	
Brief outline of the course: Analysis of selected tourist destination identified in Field trip I., the impact of tourism on the regional development. Consultations with the stakeholders in tourist destination. Analysis of data about tourism development in the selected destination, tourism development strategy. Obtaining the skills in the organisation of the excursion, abilities to discuss with tourism experts in praxis the proposed strategy and solutions of the identified problems, to get experience as tourist guide during excursion, to be able to solve possible conflicts among member of the excursion, to be responsible for the organisation of the meetings and realization of the excursion.	
Recommended literature: 1. GÚČIK, M. a kol. 2011. Marketing cestovného ruchu. Banská Bystrica: Slovak-Swiss Tourism, 2011. ISBN 978-80-89090-85-3.	

<p>2. GÚČIK, M. a kol. 2007. Manažment regionálneho cestovného ruchu. Banská Bystrica: Slovak-Swiss Tourism, 2007. ISBN978-80-80990-34-1.</p> <p>3. Rozvoj cestovného ruchu v regiónoch. Metodická príručka II. Bruggy-Banská bystrica, 2002.ISBN 80-967649-3-4.</p>						
<p>Language of instruction: Slovak, English.</p>						
<p>Notes:student time load: 120 hours.</p>						
<p>Course assessment The final number of assessed students: 39</p>						
A	B	C	D	E	FX(0)	FX(1)
97.44	0.0	0.0	0.0	0.0	2.56	0.0
<p>Instructor: Ing. Matúš Marciš, PhD.</p>						
<p>Last changed: 07.06.2022</p>						
<p>Approved by: prof. Ing. Zdenka Musová, PhD.</p>						

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-fpv-124		Course name: Finance in practice	
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 16			
abs	n	p	v
100.0	0.0	0.0	0.0
Instructor: Ing. Janka Crmanová			
Last changed: 28.03.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_FM	Course name: Financial Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 / 26 Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written exam: 0-45 points, written essay: 0-10 points b) final assessment: written exam: 0-45 points In order to pass the course in the regular term, the student must achieve at least 65 points in aggregate for all components of the assessment. In the repair term, the student will take a repair written test (0-90 points). The number of points achieved for the repair written test is added to the number of points achieved for the written essay.	
Learning objectives: Student is able to: 1. use the acquired knowledge and skills to thoroughly analyze a given problem related to firm's practical financial management, 2. choose suitable structure of firm's sources of finance and decide about their efficient allocation into individual long-term and short-term assets, 3. apply creatively the theoretical knowledge and various methods and tools of financial management in practical business situations related to decisions about sources of capital and its investment, management of financial risk, distribution of financial outcomes, mergers and determination of firm's value, 4. assess advantages and disadvantages of individual methods and tools and is able to distinguish between them and choose those most suitable in given decision-making situation in operational and strategic financial management, 5. critically evaluate current firm's phenomena and achieved financial results, and based on them, is able to make and implement relevant financial decisions and assess their potential implications including the level of international financial transactions, 6. based on the thorough analysis and with the use of the acquired methods and tools of financial management, is able to elaborate proposals for the optimal capital structure, prepare documents for the financial risks management project, profit distribution plan, financial analysis and merger proposal, elaborate simple determination of firm's value and the value of firm's assets.	
Brief outline of the course: 1. Contents and roles of financial management	

2. The firm and its financial environment. The impact of environmental elements on firm's financial management.
3. Financial and capital structure of a firm.
4. Deciding on the firm's structure of sources of finance. The cost of capital.
5. Management of capital investments in fixed tangible and intangible assets.
6. Financial investing and its strategies.
7. Management of working capital.
8. Financial risks and their mitigation.
9. Fundamentals of international financial management.
10. Distribution of financial outcomes and the dividend policy.
11. Financial aspects of mergers.
12. Determination of the firm's value and the value of firm's assets.
13. Specifics of small and medium-sized enterprises' management and fundamentals of entrepreneurial finance.

Recommended literature:

1. MUSA, H., KRIŠTOFÍK, P., VINCZEOVÁ, M. 2015. Finančný manažment. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2015. ISBN 978-80-557-0991-8.
2. KRÁĽOVIČ, J., VLACHYNSKÝ, K. a kol. 2011. Finančný manažment. Bratislava : Iura Edition, 2011. ISBN 978-80-8078-356-3.
3. KRÁĽOVIČ, J., POLEDNÁKOVÁ, A., SOCHOR, M., VLACHYNSKÝ, K. 2011. Finančný manažment – zberka príkladov. Bratislava : Iura Edition, 2011. ISBN 978-80-8078-431-7.
4. VINCZEOVÁ, M. 2018. Možnosti financovania malých a stredných podnikov z cudzích zdrojov. Banská Bystrica : Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2018. ISBN 978-80-557-1418-9.
5. EMERY, D.R., FINNERTY, J.D., STOWE, J.D. 2018. Corporate Financial Management. Morristown : Wohl Publishing, 2018. ISBN 978-1-935938-54-5.
6. Ekonomické a finančné spravodajstvo – napr. Hospodárske noviny, Trend, Profit, Forbes, Poradca, Finančný manažér atď.

Language of instruction:

Slovak

Notes: student time load:

180 hours

combined form: (P, S, K): 52

self-study: 90

study of current legislation: 15

collection of data for the essay: 10

preparation of the essay: 13

Course assessment

The final number of assessed students: 153

A	B	C	D	E	FX(0)	FX(1)
7.19	13.73	16.99	15.69	39.22	3.92	3.27

Instructor: doc. Ing. Miroslava Vinczeová, PhD.

Last changed: 06.02.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica						
Faculty: The Faculty of Economics						
Code: D_2_FJpE		Course name: French Language for Economists				
Type, extent and method of instruction:						
Form of instruction: Seminar						
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)						
Recommended number of periods: 26						
Method of study: combined						
Number of credits: 4						
Recommended semester/trimester: 2.						
Level: II.						
Prerequisites:						
Course completion conditions:						
Learning objectives:						
Brief outline of the course:						
France and Francophonie - realities. Current macroeconomic problems (economic growth, inflation, unemployment, international trade). Social and economic inequalities in society. Selected problems of enterprise management. Intercultural differences and their economic consequences.						
Recommended literature:						
1. Piketty, T.: Une breve histoire de l'égalité. 2021. Paris: Seuil. ISBN 978.2.02.148597.4						
2. L'état du Québec. 2023. Montréal: LEDEVOIR. ISBN 9.782982.099753						
3. Marasová, J., LAcová, Ž. 2015. Economie pour les non-économistes. Banská Bystrica: Belianum.						
4. Halušková, A: Méthode de français spécialisé en économie I. 2009. Banská Bystrica: EF UMB. ISBN 978-80-8083-873-7						
5. Aktuálna časopisecká literatúra						
Language of instruction:						
Notes:student time load:						
Course assessment						
The final number of assessed students: 0						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: Gautier Quentin Crept, Ing. Žaneta Lacová, PhD.						
Last changed: 12.01.2024						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_TH	Course name: Game Theory
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written test – 50 points (theory and applications of zero-sum 2-player games) b) final assessment: written test – 50 points (theory and applications of non-zero-sum 2-player games and n-player games) Re-sit written test - 100 points (all topics of the syllabus)	
Learning objectives: Upon successful completion of the course, the student is able to 1. use theoretical and practical knowledge of game theory in solving business problems, 2. apply the apparatus of game theory in recognizing the basic properties of economic phenomena, 3. consider the adequacy of selected solution methods in different decision-making situations, 4. properly assess and evaluate the capabilities of each entity entering into decision-making process, 5. make the right decision in terms of game theory in the formation of coalitions and negotiations on profit distribution in decision-making situations with the possibility of cooperation of individual entities.	
Brief outline of the course: 1. Subject of game theory, classification of decision situations, applications. 2. Zero-sum 2-player games - matrix games. Solution in pure strategies. Optimal player strategies. Existence of solutions in mixed strategies. Dominated strategies. Graphic solution. Solution using linear programming. Games against nature. 3. Non-zero-sum 2-player games. Decision making according to cooperative and non-cooperative approach. Non-cooperative approach - Nash Equilibrium Theorem. Cooperative approach - core of game, optimal distribution of payments. 4. Cooperative games of n players. Characteristic function of a game. Imputation - distribution of payments. Dominance of imputations. Shapley value.	
Recommended literature: 1. FELLNEROVÁ, P., ZIMKA, R. 2000. Lineárne programovanie v ekonómii. Banská Bystrica: Ekonomická fakulta Univerzity Mateja Bela v Banskej Bystrici, 2000. ISBN 978-80-8055-453-6. 2. GOGA, M. 2013. Teória hier, Bratislava, Iura Edition 2013. ISBN 978-80-8078-613-7.	

3. CHOBOT, M., TURNOVEC, F., ULAŠIN, V. 1991. Teória hier a rozhodovania, Bratislava, Alfa, 1991. ISBN 80-05-00702-7.
4. MAŇAS, M. 1974. Teorie her a optimálního rozhodování, SNTL, Praha, 1974. ISBN 2-895-161
5. MAŇAS, M. 1988. Teorie her a její ekonomické aplikace, SPN, Praha, 1983. ISBN 4-938-068
6. BINMORE, K. 1992. Fun and Games. A text on Game Theory. Toronto: D.C. Heath and Company, 1992. ISBN 0-669-24603-4.
7. RASMUSEN, E. 1989. Games and Information. An Introduction to Game Theory. Oxford: Basil Blackwell, 1989. ISBN: 0-631- 15709-3.

Language of instruction:

slovak

Notes:student time load:

120 hrs

combined study (lectures, seminars, consultations): 26

self-study:68

homeworks: 26

Course assessment

The final number of assessed students: 1

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	100.0	0.0	0.0	0.0	0.0

Instructor: RNDr. Mária Grausová, PhD.

Last changed: 24.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: 2d-uVZSP	Course name: General Foundations of Private Law
Type, extent and method of instruction: Form of instruction: Lecture Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 3	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: The prerequisite for passing the course is attendance at a minimum of 90% of the teaching and active participation of students in class. The evaluation is in accordance with the classification scale according to the Study Regulations of Matej Bel University. a) continuous assessment: Continuous evaluation is not performed. b) final assessment: The basis for the award of the final grade is the demonstration of mastery of the knowledge of the lecture material, which is demonstrated in an active dialogue with the teacher in the teaching of the subject.	
Learning objectives: The graduate will be able to distinguish private law from public law, will be oriented in the basic principles of private law, which in the European continental legal system traditionally includes civil law, commercial law, family law and international private law. The graduate will have knowledge of the basic institutions of private law (both substantive and procedural), their current legal regulation and use in practice.	
Brief outline of the course:	
Recommended literature: VOJČÍK, P. a kol.: Občianske právo hmotné 1. a 2., Plzeň: Aleš Čenek, 2018. 764 s. ISBN 978-80-73807-19-1. CIRÁK, J. - GANDŽALOVÁ, D.: Základy rodinného práva, Úvodná časť - Manželské práva - Osvojenie, Banská Bystrica: UMB Belianum, 2019. ISBN 978-80-557-1548-3. MURÁNSKA, J. - GANDŽALOVÁ, D. - TAKÁČ, J.: Základy rodinného práva, Rodičia a deti - Výživné, Banská Bystrica: UMB Belianum, 2019. ISBN 978-80-557-1622-0. KUBÍČEK, P. – ŠKRINÁR, A. – NEVOLNÁ, Z. – KOLKUSOVÁ, R. – ĎURICA, M.: Obchodné právo. 3. vydanie. Plzeň: Aleš Čeněk, 2021, 420 s. ISBN 978-80-7380-847-1. Act No. 40/1964 Coll. Civil Code as amended. Act No. 36/2005 Coll. on the Family, as amended. Act No. 160/2015 Coll. on the Civil Procedure Code, as amended. Act No. 161/2015 Coll. on the Civil Procedure Code, as amended.	

Act No. 513/1990 Coll., Commercial Code, as amended.			
Language of instruction: Slovak language			
Notes:student time load: 90 hours combined study (L, C): 26 hours self-study: 64 hours			
Course assessment The final number of assessed students: 0			
abs	n	p	v
0.0	0.0	0.0	0.0
Instructor: prof. JUDr. Daniela Gandžalová, PhD., doc. JUDr. Marián Ďurana, PhD., doc. JUDr. Juraj Takáč, PhD., doc. JUDr. Katarína Zajác Ševcová, PhD., JUDr. Monika Némethová, PhD., Mgr. Miroslava Dolíhalová, PhD., Mgr. Jakub Dzimko, PhD., JUDr. Eva Cvengová, JUDr. Dominik Čipka, JUDr. Drahomíra Dibdiaková, JUDr. Ing. Miroslav Paller			
Last changed: 30.03.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-fpv-323		Course name: Geographical learning of Europe	
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 411			
abs	n	p	v
96.35	3.65	0.0	0.0
Instructor:			
Last changed: 19.09.2018			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica							
Faculty: The Faculty of Economics							
Code: 2d-fpv-114		Course name: Geopolitical development of the World					
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined							
Number of credits: 4							
Recommended semester/trimester: 1., 3.							
Level: II.							
Prerequisites:							
Course completion conditions:							
Learning objectives:							
Brief outline of the course:							
Recommended literature:							
Language of instruction:							
Notes:student time load:							
Course assessment The final number of assessed students: 71							
A	B	C	D	E	FX(0)	FX(1)	n
53.52	12.68	15.49	5.63	4.23	7.04	1.41	0.0
Instructor:							
Last changed: 03.02.2017							
Approved by: prof. Ing. Zdenka Musová, PhD.							

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_IS	Course name: Information Systems
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written test of the theoretical part - business information systems - 30 points b) final assessment: written test from the practical part - modeling and analysis of economic processes in MS Excel and support for managerial decision-making in Power BI and MS SQL Server - 70 points The conditions of the resit term are the same as in the regular term. A student is allowed to repeatedly perform any combination of partial tests.	
Learning objectives: Student after successful completion of the course <ol style="list-style-type: none"> 1. can use various tools of information systems (IS) implemented in the company, 2. is able to identify security risks of corporate IS and their economic consequences for business, 3. can apply modern management tools using current information technologies, 4. can assess the effectiveness of the implementation of the various components of the information system in the company, 5. is able to evaluate the company's key indicators on the basis of current data from business databases, 6. can process data to support decision-making for different levels of business management. 	
Brief outline of the course: Principles of business informatics. The importance of IS for business strategy and business processes. IS functions and components. IS platforms - hardware and software. IS architecture. Cloud Computing and its forms. Categorization of IS, OLTP and OLAP systems. Economic IS and its main functionalities. Comprehensive software solutions for enterprise resource management (ERP), customer relationship management (CRM), supply chain management (SCM), enterprise content management (ECM). Electronic business support. Management information systems and their application in the decision-making process. Business Intelligence. Analysis and presentation of data from IS in MS Excel and Power BI. Analysis of data from relational enterprise databases using SQL. Business process modeling and analysis using advanced spreadsheet tools. Optimization of selected types of business processes using software tools of linear programming. Building and managing corporate IS, IS life cycle, system integration, outsourcing. IS security (security policy, information security, audit). Trends in business informatics.	

Recommended literature:

1. HUDEC, J., HUŽVÁR, M., GUBALOVÁ, J., RIGOVÁ, Z. 2021. Banská Bystrica: Virtuálna UMB. <https://lms.umb.sk>, course Informačné systémy (EMP).
2. GÁLA, L., POUR, J., ŠEDIVÁ, Z. 2015. Podniková informatika. 3. ed. Prague: Grada Publishing. ISBN 978-80-247-5457-4.
3. O'BRIEN, J. A., MARAKAS, G. M. 2011. Management Information Systems. 10. ed. New York: McGraw-Hill/Irwin. ISBN 978-0071221092.
4. CHMELÁR, M. 2018. Reporting v Power BI, PowerPivot a jazyk DAX. Pezinok: Smart People. ISBN 978-80-973078-0-6.
5. LAURENČÍK, M.: 2018. SQL Podrobný průvodce uživatele. Prague: Grada. ISBN 978-80-271-2154-0.
6. ASPIN, A.: 2020. Pro Power BI Desktop. New York: Apress. ISBN 978-1-4842-5763-0.
7. BROŽ, M., BEZVODA, V. 2009. Microsoft Excel 2007 pro manažery a ekonomy (5. ed.). Prague: Computer Press. ISBN 978-80-251-2116-0.
8. FELLNEROVÁ, P., ZIMKA, R. 2000. Lineárne programovanie v ekonómii. Banská Bystrica: EF UMB. ISBN 80-8055-453-6.

Language of instruction:

Slovak, English

Notes:student time load:

150 hours, out of which:

combined study: 39

self-study: 51

solution of given tasks: 60

Course assessment

The final number of assessed students: 58

A	B	C	D	E	FX(0)	FX(1)
3.45	6.9	24.14	17.24	22.41	1.72	24.14

Instructor: RNDr. Miroslav Hužvár, PhD., Ing. Jolana Gubalová, PhD., Ing. Zuzana Rigová, PhD.

Last changed: 15.12.2021

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MFM-e	Course name: International Financial Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: seminar paper and its presentation: 20 % b) final assessment: final test: 80 %	
Learning objectives: Learning outcomes: After completion of the course, the student can: <ol style="list-style-type: none"> 1. use financial models and analytical techniques in the realization of international transactions, 2. think globally and understand determinants and consequences of international financial transactions, 3. apply economic and market indicators in decision-making processes within an organisation while applying the acquired knowledge and skills, 4. evaluate and discuss economic and financial standing of a multinational company, 5. evaluate decisions taken according to economic subjects and their interaction on the market, 6. present a balanced opinion in connection with decisive facts in the field of international financial markets. 	
Brief outline of the course: Globalization and international companies. International financial environment. International companies and their international activities. Acquisition of financial resources and capital structure. Internationalisation of capital costs. Market liquidity and segmentation. Multinational companies and the process of securitization. Decisions about foreign investments. Company strategy and foreign investment. Political risk. Management of working capital. Measures in the process of managing international working capital. Multinational cash management. International capital budgeting. Transfer valuation. International Inventory and Accounts Receivable Management. Taxation of International companies. Tax havens and offshore entrepreneurship. Risk and hedging MNC. Financing of International Trade.	
Recommended literature: <ol style="list-style-type: none"> 1. CHEOL, E., BRUCE, R., TUUGI, CH. 2021. International Financial Management. Mc Graw Hill, 2021. ISBN 9781260013870. 2. EUN, C., RESNICK, B. 2017. International Financial Management. 8th ed. New York: McGraw-Hill, 2017. 576 pp. ISBN 978-1259717789. 	

<p>3. MADURA, J. 2011. International Financial Management. Cengage Learning, 2011. 736 p., ISBN 978-0538482967-1.</p> <p>4. PAUL, R. KRUGMAN, OBSTFELD, M., MELITZ, M. 2018. International Finance: Theory and Policy. Pearson, 2018. 468 p. ISBN 978-1292238739.</p> <p>5. CASSIS, Y., WOJCIK, D. 2018. International Financial Centres after the Global Financial Crisis and Brexit. Oxford University Press, 2018, 272 p. ISBN 978-0198817314.</p>																				
<p>Language of instruction: Slovak, English</p>																				
<p>Notes:student time load: Notes: student time load: 150 hours Combined study (Lecture, Seminar, Consultation): 39 hours (2/1 per week) Self-study: 60 h. Preparation of a project: 25 h. Collection of data: 11 h. Seminar project and defence: 15 h.</p>																				
<p>Course assessment The final number of assessed students: 10</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX(0)</th> <th>FX(1)</th> </tr> </thead> <tbody> <tr> <td>10.0</td> <td>10.0</td> <td>50.0</td> <td>10.0</td> <td>20.0</td> <td>0.0</td> <td>0.0</td> </tr> </tbody> </table>							A	B	C	D	E	FX(0)	FX(1)	10.0	10.0	50.0	10.0	20.0	0.0	0.0
A	B	C	D	E	FX(0)	FX(1)														
10.0	10.0	50.0	10.0	20.0	0.0	0.0														
<p>Instructor: prof. Ing. Hussam Musa, PhD., Ing. Janka Grofčíková, PhD.</p>																				
<p>Last changed: 08.02.2022</p>																				
<p>Approved by: prof. Ing. Zdenka Musová, PhD.</p>																				

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MMaM	Course name: International Management and Marketing
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 / 26 Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Active participation in seminars: 0 - 30 points Essay: 0 - 30 points b) final assessment: Written test: 0 - 40 points In case of failure student takes resit written exam and/or submits elaborated essay to reach required rate of success (65 %).	
Learning objectives: After completion of the course, the student: <ol style="list-style-type: none"> 1. can use standard algorithm to create a strategy of entering an international market, 2. is able to carry out analysis of macro-environment and market to create a corporate strategy, 3. applies critical thinking and defines and formulates arguments in his/her own analysis and evaluation, 4. assesses risks which can endanger the successfulness of the chosen strategy, and the necessity to modify components of marketing mix when entering a foreign market, 5. evaluates the attractiveness and risk of market opportunities in a foreign market, 6. creates a proposal of corporate strategy for entering a foreign market, 7. understands specifics of global market and its influence on business activities of multinational organizations, 8. is able to critically assess and use the influence of globalization in effective operations of an organization in an international market, 9. evaluates specifics of internationalizing processes and applies their most suitable form into a specific organization and market, 10. understands basic processes of international financial management and can apply effective forms of managing financial flows in international business. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Process of globalization, its effect on operations of an enterprise from the point of view of managerial decision-making and marketing. 2. Factors determining development of globalization from the demand and supply perspective. 3. Process of internationalization of an enterprise and the market. 	

4. Segmentation in the international market.
5. Analysis of macro-environment as a prerequisite to selection of the target market – a country.
6. Marketing in the European market.
7. Specifics of influence of cultural environment and culture components on consumer behavior.
8. Strategies and forms of entering a foreign market.
9. Adaptation vs. standardization of marketing mix when entering a foreign market.
10. Individual aspects of marketing research in an international market.
11. International economic environment.
12. Influence of regional economic integration on behavior of TNC.
13. International financial management from the point of view of TNC.

Recommended literature:

1. BERNDT, R., ALTOBELLI, C. F., SANDER, M. 2007. Medzinárodný marketingový management. Brno: Computer Press. 2007. ISBN 978-80-251-1641-8. 360 s.
 2. CZINKOTA, M., RONKAINEN, I., DONATH, B. 2004. Mastering Global Markets. Mason: Thomson, 2004. ISBN 0-538-72665-2. 365 s.
 3. FORET, M. 2021. Marketingový výskum v udržateľnom marketingovom managementu. Praha: Grada Publishing, 2021.
 4. KEEGAN, J. W. 2016. Global Marketing Management. N. York: Prentice Hall. 2016. ISBN 0-136-15739-4. 480 s.
 5. MARSHALL, T. 2018. Rozdelený svet. Bratislava: Premedia, 2018.
 - POLIAK, P. 2015. Interkultúrne rozdiely v manažmente organizácií. Banská Bystrica: UMB, Belianum.
 6. PROCHÁDZKOVÁ, K. 2018. Medzinárodný manažment a medzinárodné podnikanie: základy teórie a prípadové štúdie. Bratislava: Vydavateľstvo Ekonóm, 2018.
 7. STACHOVÁ, P. 2019. Medzinárodné ekonomické vzťahy v 21. storočí. Bratislava: Wolters Kluwer SR, 2019.
 8. UBREŽIOVÁ, I. 2018. Medzinárodný manažment a podnikanie. Nitra: SPU, 2018.
 9. VETRÁKOVÁ, M. 2016. Formovanie organizačnej kultúry v podnikoch pôsobiacich v interkultúrnom prostredí. Zborník vedeckých štúdií. Banská Bystrica: Vydavateľstvo UMB Belianum.
- Pozn. K uvedeným zdrojom je možné použiť aj novšie vydania.

Language of instruction:

Slovak

Notes: student time load:

180 hours

Combined form (Lecture, Seminar, Consultation): 52

self-study: 68

preparation of the project: 30

collection of data: 30

Course assessment

The final number of assessed students: 224

A	B	C	D	E	FX(0)	FX(1)
2.23	8.04	24.55	23.21	33.93	3.57	4.46

Instructor: doc. Ing. Janka Tábořecká, PhD., Ing. Lenka Theodoulides, PhD., MBA, Ing. Marta Húšťava Šipulová

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_UdESSAP	Course name: Introduction to SAP
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) Continuous assessment: seminar work - 60 points b) Final assessment: test - 40 points	
Learning objectives: Upon completion of the course, the student: <ol style="list-style-type: none"> 1. Is able to analyze and graphically represent organizational structures of individual types of legal entities (small and large - national and multinational) from the perspective of economic information system . 2. Is able to identify, describe, analyse and visualise business processes in a selected software tool. 3. Can apply theoretical knowledge of business economics (mainly accounting, financial management, logistics, ...) in defining the content of basic and additional functionalities of the economic IS (financial accounting, controlling, logistics, human resources,...). 4. Is able to understand the "SAP system landscape", to design a SAP implementation project in an enterprise. 	
Brief outline of the course: Introduction to the SAP economic system - categorization of companies from the point of view of economic information systems and visualization of their organizational structures according to the requirements of the economic information system, economic processes, their categorization and visualization. Explain the basic, additional and specific functionalities of economic information system, coverage of process areas by functionalities of the economic information system. Familiarization with SAP SDU (Slovak Demo University) system setup, system landscape. Basic user control and administration, working with master records.	
Recommended literature: <ol style="list-style-type: none"> 1. KRIŠTOFÍK, P. et al. 2010. Podnikové financie. Banská Bystrica: Duma BB, 2010. ISBN 978-80-967833-6-X. 2. KRIŠTOFÍK, P., SAXUNOVÁ, D., ŠURANOVÁ, Z., 2011. Finančné účtovníctvo a riadenie s aplikáciou IAS/IFRS. Bratislava: Iura Edition, 2011. 803 s. ISBN 978-80-8078-396-9 3. ANDERSON, G. 2012. Naučte se SAP za 24 hodín. Brno : Computer Press, 2012. ISBN 978-80-251-3685-0. 4. PATEL, M. 2010. SAP ERP Financials. Brno: Computer Press, 2010. 453 s. 	

ISBN 978-80-251-2488-8

5. MAASEN, 2007. Maasen A., Schoenen M., Frick D., Gadatsch A.: SAP R/3, Kompletní průvodce. Brno – Computer Press. 2007. 1.vydanie. ISBN 978-80-251-1750-7

6. SAP Learning Hub, www.sap.sk.

7. On line tutoriály a dokumentácia k systému SAP: <http://help.sap.com/>

8. Ekonomický systém SAP SDU a dokumentácia k finančnému systému SOFIA

Language of instruction:

Slovak

Notes:student time load:

120 hours

out of which Combined study (Seminars, Consultations): 26 / Self-study and solution of given tasks: 44 / Elaborating seminar work: 50

Course assessment

The final number of assessed students: 35

A	B	C	D	E	FX(0)	FX(1)
85.71	2.86	0.0	0.0	0.0	2.86	8.57

Instructor: Ing. Igor Kollár, PhD., Ing. Peter Laco, PhD.

Last changed: 16.03.2023

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_IRvMaSP	Course name: Investment Management in Small and Medium-Sized Enterprises
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Presenting partial results of study: 10 points b) final assessment: Written test 50 points Preparing investment project and presentation: 40 points Resit exam involves written test. Points obtained for the project are summed up with the points from resit test.	
Learning objectives: Student: 1. applies the acquired knowledge in investment decision-making and investment plan for SMEs, 2. is able to assess investment inputs and outputs as well as the resulting effects of investment for SMEs 3. applies static and dynamic evaluation methods of investment on the chosen type of investment project 4. assesses the benefits of investments for SMEs under the testing conditions of uncertainty and risk, 5. assesses investments included in the investment plan of SMEs on economic and financial criteria 6. with acquired knowledge creates investment project feasibility study and draws up an investment plan for SMEs.	
Brief outline of the course: 1. Investment management, planning and decision making. The investment process. 2. Conversion of planned investment inputs (capital budgeting) and outputs (benefits investments). 3. Evaluation and selection of investment projects using static and dynamic methods (economic aspect of the assessment of the investment). 4. Assessment of impact of selected methods of financing investments for financial stability (financial aspect). 5. Methods of investment decision-making under conditions of uncertainty, risk and limited financial resources. 6. Creating an investment plan for SMEs in the context of investment strategies. 7. Factors determining investment development of SMEs.	

Recommended literature:

1. MARKOVÁ, V. 2015. Investičné riadenie v malých a stredných podnikoch. Banská Bystrica : Univerzita Mateja Bela; Ekonomická fakulta, 2015, ISBN 978-80-557-0984-0.
2. HVOLKOVÁ, L. 2015. Sociálne zodpovedné investovanie podnikov v Slovenskej republike. Banská Bystrica: Vydavateľstvo Belianum, 2015, ISBN 978-80-557-0872-0.
3. FOTR, J., SOUČEK, I., ŠPAČEK, M. 2020. Tvorba strategie a strategické plánování. Praha: Grada Publishing, 2020, ISBN 9788027124992.
4. FOTR, J., ŠVECOVÁ, L. a kol. 2016. Manažerské rozhodování. Postupy, metody a nástroje. Praha: Ekopress 2016. ISBN 9788087865330.
5. FOTR, J., SOUČEK, I. 2015. Tvorba a řízení portfolia projektu. Praha: Grada Publishing, 2015, ISBN 9788024752754.
6. HNILICA, J., FOTR, J. 2014. Aplikovaná analýza rizika ve finančním managementu a investičním rozhodování. Praha: Grada Publishing, 2014, ISBN 9788024751047.
8. KRCHOVÁ, H. 2019. Praktický projektový manažment. Bratislava: Wolters Kluwer, 2019, ISBN 9788075984661.
9. ORGONÁŠ, J., ŠÉTAFFY, J. RAK, P. 2017. Kompendium franchisingu. Praha : Wolters Kluwer, 2017, ISBN 9788075528537.
7. SCHOLLEOVÁ, H. 2009. Investiční controlling. Praha: GRADA Publishing, 2009, ISBN 978-80-247-2952-7.
8. BAKER, H. K., FILBECK, G. 2014. investment Risk Management. Oxford University Press, 2014.
9. HIRT, G. A. 2011. Fundamentals of Investment Management. McGraw-Hill Education, Europe, 2011, ISBN13 (EAN): 9780078034626.

Language of instruction:

Slovak

Notes:student time load:

150 hours

Combined form (Lecture, Seminar, Consultation): 39 hours

self-study: 40 hours

preparation of the project: 60 hours

collecting information: 11 hours

Course assessment

The final number of assessed students: 27

A	B	C	D	E	FX(0)	FX(1)
3.7	18.52	14.81	11.11	44.44	3.7	3.7

Instructor: Ing. Vladimíra Klementová, PhD.**Last changed:** 03.03.2022**Approved by:** prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_InOb	Course name: Investment Trades
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: b) final evaluation: final test: 100 %	
Learning objectives: After completing the course, student: <ol style="list-style-type: none"> 1. know the different asset classes and investment opportunities in the financial market, 2. be able to recognise and identify the riskiness of different investment asset classes as well as current investment trends (ESG investing), 3. can place trade orders to buy or sell ETFs via their preferred trading platform (broker) in the case of regular savings or one-off investments, 4. be able to critically assess and evaluate the information and data needed to make investment decisions. 	
Brief outline of the course: Financial and investment literacy. Investing in corporate bonds and current trends. Central bank interest rates and their impact on investment. Factors influencing investment. Shares and the stock market. Bull and bear markets. Characteristics of hedge funds. Warren Buffett's personality and investments. Choosing the right broker as a basis for good investing. Preferred trading platforms used by investors for investing. Collective investment and characteristics of mutual funds. Investing through ETFs in practice. Definition of selected world stock indices (S&P500, Nasdaq100, MSCI World, STOXX Europe...). Current trends in investment-ESG (Environmental, Social and Governance).	
Recommended literature: <ol style="list-style-type: none"> 1. GRAHAM, B. – ZWEIG, J. 2008. Inteligentní investor. Grada Publishing, Praha, 2008, ISBN 978-80-247-1792-0. 2. GLADIŠ, D. 2021. Akciové investice. Grada Publishing, Praha, 2021. 216 s. ISBN 9788027131228. 3. PINTER, L. – MEŠŤAN, M. 2020. Kolektívne investovanie. Belianum UMB, Banská Bystrica. 2020, 126 s. ISBN: 978-80-557-1711-1. 4. MEŠŤAN, M. – PINTER, L. 2022. Kolektívne investovanie a sporenie na dôchodok. Belianum UMB, Banská Bystrica. 2022 	

5. KOLLER, T. - GOEDHART, M. - WESSELS, D. 2015. Valuation: Measuring and Managing the Value of Companies. 6th Edition. Hoboken (New Jersey): Willey, 2015. ISBN: 978-1-118-87373-1.
6. VALDEZ, S., - MOLYNEUX, P. 2013. Introduction to Global Financial Markets. 7th ed., Palgrave Macmillan, 2013. ISBN 978-1-137-00752-0.
7. DRAKE, P. P., - FABOZZI, F. J. 2010. The Basics of Finance: An Introduction to Financial Markets, Business Finance, and Portfolio Management. John Willey & Sons. ISBN 978-0-470-60971-2.
8. DRAKE, P. P., - FABOZZI, F. J. 2009. Finance: Capital Markets, Financial Management and Investment Management. The Frank J. Fabozzi Series: John Wiley & Sons. ISBN: 978-0-470-40735-6.
9. ELTON, J. E. - GRUBER, M. J. 2020. A Review of the Performance Measurement of Long-Term Mutual Funds. In Financial Analyst Journal Volume 76 Issue 3. DOI: <https://doi.org/10.1080/0015198X.2020.1738126>
10. Zákon č. 595/2003 Z. z. o dani z príjmov v znení neskorších predpisov
11. BOFFO, R. – PATALANO, R. 2020. ESG Investing: Practices, Progress and Challenges. OECD Paris. Dostupné na internete: www.oecd.org/finance/ESG-Investing-Practices-Progress-and-Challenges.pdf
12. HILL, J. 2020. Environmental, Social and Governance (ESG) Investing: A Balanced Analysis of the Theory and Practice of a Sustainable Portfolio. Academic Press Inc., Elsevier Science Publishing Co Inc. 370 s. ISBN: 978-01-281-8692-3.
13. CFA INSTITUTE. 2020. Quantitative investment analysis, 4th Edition. CFA Institute Investment Series. New York, USA: John Wiley & Sons Inc. ISBN: 978-1-119-74364-4.
14. BAKER, H. K. - FILBECK, G. - NOFSINGER, J. R. 2019. Behavioral Finance: What Everyone Needs to Know®. New York, USA: Oxford University Press Inc. ISBN: 9780190868734.
15. GRAHAM, B. - DODD, D. 2020. Security Analysis: Sixth Edition, Foreword by Warren Buffet. New York, United States: McGraw-Hill Education - Europe. s. 700. ISBN: 978-00-715-9253-6.

Language of instruction:

Slovak

Notes: student time load:

Combined form (Lecture, Seminar, Consultation): 26 hours (0/2)

Self-study: 10 hours

Preparation of seminar paper/project and presentation:

Data collection:

Course assessment

The final number of assessed students: 95

A	B	C	D	E	FX(0)	FX(1)
38.95	25.26	23.16	8.42	3.16	1.05	0.0

Instructor: Ing. Ľubomír Pintér, PhD.

Last changed: 27.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_USR	Course name: Learning Regions
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: Number of points acquired for continuous and final assessment is 100. It corresponds with the evaluation scale. Credits are given to a student, who has acquired minimum 65 out of 100 points. a) continuous assessment: 20 points for active in-class participation b) final assessment: 80 points for project presentations	
Learning objectives: After completion of the course, the student can 1. apply the theoretical knowledge as well as practical skills to the decision-making process 2. identify problems related to regional development, and suggest their solutions in accordance with the latest trends in regional development 3. apply the acquired knowledge and skills in multidisciplinary contexts 4. evaluate relevance and importance of multispectral regards in developing activities of regions 5. improve analytical and critical principles of thinking 6. understand causality in regard to particular issues and elaborate presentations that will suggest modern concepts of development, or criticism of existing concepts of a learning region.	
Brief outline of the course: Contemporary theories related to regional development. Institutional theories of regional development – comparison, critical approach. A short history of learning regions, basic characteristics of learning regions, key processes and infrastructure. Criticisms of learning regions theories, problematic issues, possibilities of their solutions, suggestions of principles that might be applied to practice. Knowledge, education and trainings, and universities of regional development. Chartercities. Innovations and regional innovation systems. Economic sociology. Local Governance and social innovations. Innovations regulated by citizens. Live laboratories. Smart specialization and competitiveness in regional development. Smartcities and regions. Residential mobility and localization of households. Real estate market. Concepts of small town development.	
Recommended literature: 1. ČAPKOVÁ a kol. 2011. Regionálny rozvoj a inovácie. EF UMB. 140 s. ISBN 978-80-557-0130-1.	

<p>2. ŠIPIKAL, M., PARÍZKOVÁ, J. 2009. Učiace sa regióny. Bratislava: Ekonóm, 2009. 106 s. ISBN 978-80-225-2732-3.</p> <p>3. STORPER, M.: Keys to the City:HowEconomics, Institutions, SocialInteraction, and PoliticsShapeDevelopment. 2013. ISBN: 9781400846269</p> <p>4. R. CAPELLO,P. NIJKAMP: HandbookofRegionalGrowth and DevelopmentTheories. 2009.</p> <p>5. Current sources published in scholarly journals, RSAI, Internet sources</p>						
<p>Language of instruction: Slovak, English</p>						
<p>Notes:student time load: 180 hours Combined study (P, S, K): 26 Self-study: 70 Preparation of the presentation with the required material: 30 Preparation of the project: 54</p>						
<p>Course assessment The final number of assessed students: 61</p>						
A	B	C	D	E	FX(0)	FX(1)
32.79	45.9	16.39	4.92	0.0	0.0	0.0
<p>Instructor: Ing. Filip Flaška, PhD., doc. Ing. Stanislav Kološta, PhD.</p>						
<p>Last changed: 07.06.2022</p>						
<p>Approved by: prof. Ing. Zdenka Musová, PhD.</p>						

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-LMT-123		Course name: Limity intimity: o zodpovedných vzťahoch	
Type, extent and method of instruction:			
Form of instruction: Practical / Seminar			
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)			
Recommended number of periods: 13 / 13			
Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 2., 4.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment			
The final number of assessed students: 0			
abs	n	p	v
0.0	0.0	0.0	0.0
Instructor: doc. Mgr. Lívia Nemcová, PhD., doc. PaedDr. Lenka Rovňanová, PhD.			
Last changed: 22.03.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MVaHPnS	Course name: Macroeconomic Development and Economic Policy in Slovakia (in cooperation with the NBS)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: Written exam - 100 points	
Learning objectives: Students will gain an overview of the current issues of macroeconomic development in Slovakia and of the most important issues that economic policy has been dealing with recently. It will enable them to put economic policy decisions in the context of macroeconomic developments at home and abroad. The course deals with the impact of the financial crisis and the emerging new challenges in monetary and fiscal policy. The course is organized in collaboration with analysts from institutions such as NBS, BRB and Ministry of Finance for selected topics.	
Brief outline of the course: Introduction, current macroeconomic trends 2. Long-term trends in the economy 3. Experience with monetary integration and the euro. 4. Quantitative Release vs. inflation 5. Non-standard monetary measures, equilibrium rate 6. Modern fiscal policy 7. Expenditure ceilings, debt management strategy and Roma issue 8. Measurement of consolidation in public finances. 9. Budget analysis 10. Pension reform, long-term sustainability 11. Value for money	
Recommended literature: 1. Mankiw, Gregory N., Taylor, Mark P.: Macroeconomics 2. Samuelson, Paul A., Nordhaus, William D.: Ekonómia, 18. vyd. 3. Revues and online resources by topic	
Language of instruction: slovak	
Notes:student time load: 120 hodín	

kombinované štúdium (P, S): 26 samoštúdium: 94						
Course assessment The final number of assessed students: 46						
A	B	C	D	E	FX(0)	FX(1)
15.22	10.87	10.87	21.74	32.61	4.35	4.35
Instructor: Ing. Žaneta Lacová, PhD., Ing. Anna Vallušová, PhD.						
Last changed: 07.06.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_Makro2	Course name: Macroeconomics 2
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: The condition for completing the course is passing a combined examination - 2 written tests and an oral exam. a) continuous examination: The student will take two midterm tests during the semester. In the written part of the examination, the student may obtain a maximum of 50 points. b) final examination: The student takes the oral part of the examination during the period for completion of course requirements. The student shall register for the oral part of the examination at the regular time if he/she has obtained at least 25 points from the continuous assessment (out of a maximum of 50 points for both tests). A student may obtain a maximum of 50 points in the oral examination. If the student does not score at least 25 points on the interim assessment, the student will take the final summative test on the alternate examination date. The minimum pass mark, and therefore the condition for completing the course, is set at 65 points out of a maximum total of 100 points (max. 50 points for the tests + max. 50 points for the oral examination). A student is entitled to only 1 remedial term (i.e. for either the test or the oral part of the examination). a) continuous assessment: The student will take two midterm tests during the semester. In the written part of the examination, the student may obtain a maximum of 50 points. b) final assessment: The condition for completing the course is passing a combined examination - 2 written tests and an oral exam. The student takes the oral part of the examination during the period for completion of course requirements. The student shall register for the oral part of the examination at the regular time if he/she has obtained at least 25 points from the continuous assessment (out of a maximum of 50 points for both tests). A student may obtain a maximum of 50 points in the oral examination. If the student does not score at least 25 points on the interim assessment, the student will take the final summative test on the alternate examination date.	

The minimum pass mark, and therefore the condition for completing the course, is set at 65 points out of a maximum total of 100 points (max. 50 points for the tests + max. 50 points for the oral examination).

A student is entitled to only 1 remedial term (i.e. for either the test or the oral part of the examination).

Learning objectives:

Student:

1. is able to use knowledge to search, process and sort information about the macroeconomic environment in the conditions of an open economy as well as economic integration units,
2. is able to analyse macroeconomic phenomena and contexts from the perspective of different economic approaches on the basis of the acquired knowledge, thus developing critical thinking on the one hand and deepening his/her understanding of the complexity of economic processes in the macroeconomic environment on the other hand,
3. is able to apply his/her knowledge in order to identify in practice the impact of the action of the main factors originating from the macroeconomic environment on selected economic agents in order to model future situations, thus better preparing him/her for decision-making under conditions of risk and uncertainty,
4. be able to assess the practical application of economic policy instruments to address important macroeconomic problems,
5. be able to evaluate the most important patterns of economic development in the current globalised environment with regard to their implications for households and businesses.

Brief outline of the course:

Keynesian economics: price and wage rigidities. Classical analysis of business cycles: macroeconomics of market clearing.. Equilibrium output in a closed economy. The IS-LM model and its applications. The Mundell-Fleming model and its applications. Fiscal and monetary policy in a small open economy and coordination between them. Labour market and unemployment. The AD-AS model and its applications. Inflation, disinflation and the Phillips curve. Theories and models of economic

Recommended literature:

1. BLANCHARD, O., 2021. Macroeconomics, 8th Edition, London, Pearson, ISBN 9780135179062
2. KRUGMAN, P., WELLS, R., 2021. Macroeconomics, 2nd Edition, New York, Worth Publishers, ISBN 978-1319245269
3. MANKIW, N., G. Macroeconomics. Tenth edition. Vydavateľstvo: Worth Publisher, Palgrave Macmillan. 2019. s. 612.
4. ROMER, D., 2019. Advanced Macroeconomics, 5th Edition, New York, Mcgraw-Hill/Irwin, ISBN13: 9781260185218
5. POVAŽANOVÁ, M., HRONEC, M., URAMOVÁ, M., KOLLÁR, J. 2018. Makroekonómia 2. Banská Bystrica : Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta, 2018. 198 s. ISBN 978-80-557-1419-6
6. POVAŽANOVÁ, M. a kol. 2016. Makroekonómia 2 (Cvičebnica). Banská Bystrica: Belianum. 2016. ISBN 9788055710761
7. HOLMAN, R. 2018. Makroekonomie. Středně pokročilý kurz. 3. vyd. Praha : C. H. Beck, 2018. ISBN: 9788074005411.
8. HOLMAN, R. 2018. Makroekonomie. Sbíрка řešených otázek a příkladu. Praha : C. H. Beck, 2018. ISBN 9788074007231.
9. SOUKUP, J. POŠTA, V. NESET, P. PAVELKA, T. 2018. Makroekonomie Moderní přístup. Management Press, Praha 2018. ISBN 9788072615377

10. URAMOVÁ, M., PITEKOVÁ, J., PALA, J. 2010. Makroekonómia II., Banská Bystrica : EF UMB, 2010.
11. LISÝ, J. a kol. 2013. Makroekonomická rovnováha a nerovnováha. (Teoretické a praktické problémy). Bratislava: Wolters Kluwer, 2013. ISBN 9788080785888.
12. LISÝ, J. a kol., 2007. Ekonómia v novej ekonomike. Bratislava: Iura Edition, 714 s. ISBN 9788080781644
13. MUCHOVÁ, E. 2005. Makroekonómia otvorenej ekonomiky. Bratislava : Ekonómia, 2005. ISBN 8080780234.
14. PAULÍK, T., PELLEŠOVÁ, P. 2002. Makroekonomie. Karviná : OPF SÚ, 2002. ISBN 80-7248-159
15. Selected journals: Ekonomický časopis, Politická ekonomie, Ekonomika a spoločnosť, Ekonomické rozhľady, Ekonomie a management a i.

Language of instruction:

English

Notes:student time load:

150 hours

combined study (L, S): 52

self-study: 83

information collection: 15

Course assessment

The final number of assessed students: 341

A	B	C	D	E	FX(0)	FX(1)
10.56	14.08	19.65	19.06	29.91	2.05	4.69

Instructor: doc. Ing. Martin Hronec, PhD., Ing. Ján Kollár, PhD., Ing. Mariana Považanová, PhD.

Last changed: 24.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MIS	Course name: Management Information Systems
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: Successful completion of 2 practical tests in the field of MIS. a) continuous assessment: practical test 1: 50 marks b) final assessment: practical test 2: 50 marks	
Learning objectives: After successfully completing the course, the student: <ol style="list-style-type: none"> 1. can assess the appropriateness of deploying a certain management information system in the environment of a specific organization, 2. can use the knowledge and skills acquired in the course to analyze data from large economic-oriented databases, 3. with using of Business Intelligence tools and Big data technology is able to evaluate the economic results of the organization and use the obtained data correctly in the decision-making process, 4. is able to create business analyzes using OLAP technology and present the achieved results, 5. is able to obtain non-trivial, hidden and potentially useful information from the analyzed data, 6. is able to assess the possibilities of new information technologies and to implement them in practice in an appropriate way. 	
Brief outline of the course: Introduction to the subject, terminology. Transactional and analytical IS, common and different features. Connections between transaction IS (ERP), management IS (MIS) and Business Intelligence (BI). MIS models. Multidimensional databases, tables of facts, dimensions, and their schemas. Data/information and managerial work with them at different levels of management. Data warehouses and marketplaces, their construction and significance for decision support. Data/information sources for MIS, Extract Transform Load (ETL) tools and outputs from MIS. Technologies based on online analytical processing (OLAP). New trends in data analysis - cloud applications, Big Data, in-memory technologies. Practical financial and economically oriented tasks using the programs MS Business Intelligence Development Studio, MS Sharepoint, MS Excel, etc.	
Recommended literature: 1. LACKO, L.: Business Intelligence v SQL Serveru 2008, Brno: Computer Press, 2009. ISBN 978-80-251-2887-9.	

2. LACKO, L.: Databáze: datové sklady, OLAP a dolování dat. Brno: Computer Press, 2003. ISBN 80-7226-969-0.
3. NOVOTNÝ, O., POUR, J., SLÁNSKÝ, D.: Business Intelligence. Praha: Grada Publishing, 2004. ISBN 80-247-1094-3.
4. PALMER, S., WEAVER, M.: Úloha informací v manažerském rozhodování. Praha: Grada Publishing, 2000. ISBN 80-7169-940-3.
5. LABERGE, R.: Datové sklady. Agilní metody a business intelligence. Brno: Computer Press, 2012. ISBN 978-80-251-3729-1.
6. WARREN, N.: Business Intelligence in MS SharePoint2010. Sebastopol, California: O'Reilly Media, Inc., 2011. ISBN 978-0-735-64340-6.
7. HUMPHRIES, M., HAWKINS, M., W.: Data warehousing, návrh a implementace. Praha: Computer Press, 2002. ISBN 80-7226-560-1.

Language of instruction:

Slovak, English

Notes:student time load:

120 hours, of which: combined study (L, S, K): 26,
self-study: 66,
independent solution of homework: 28.

Course assessment

The final number of assessed students: 25

A	B	C	D	E	FX(0)	FX(1)
88.0	0.0	8.0	0.0	0.0	4.0	0.0

Instructor: Ing. Jolana Gubalová, PhD.

Last changed: 02.11.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MZPvVS	Course name: Management Skills in the Public Sector
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: Number of points acquired for continuous and final assessment is 100. It corresponds with the evaluation scale. Credits are given to a student, who has acquired minimum 65 out of 100 points. a) continuous assessment: Active participation in the seminars – max. 40 points b) final assessment: Written project and its oral presentation – max. 60 points	
Learning objectives: After completion of the course, the student can <ol style="list-style-type: none"> 1. use the knowledge on competence profiles of staff in the public sector with the focus on the profiles in non-profit organizations, and the search of vacancies for particular positions 2. use the basis of the so called soft skills (which are defined in the syllabus of the subject) and principles of the project management of non-profit organizations, team work, time management, presentations as well as communication 3. apply the knowledge to the project elaboration in accordance with practical needs 4. assess the quality of non-profit organization management 5. assess particular skills and competences that are relevant to specific positions 6. elaborate the project – grant application of a non-profit organization which will include budget and promotion of the project. 	
Brief outline of the course: Effective performance of staff in non-profit organization – its effective operation, basic competence profiles (director, project manager, finance manager/economist, fundraiser, marketing manager...). Effective communication – components of communication and their effective use, principles of discussions and facilitations, active listening. Team work – structure and identity of a team, development stages of a team group, formation of a team, process of formation of group/team/organization culture. Motivation – positive and negative motivation, motivation of staff and volunteers, motivation of team players, basic rules of motivation. Time management - Pareto rule, prioritization of tasks, Eisenhower method – quadrant, planning, setting objectives and visions, delegating of tasks. Project management – phases of the project cycle, a tree of causes and consequences, Laswell model, a study of project feasibility, project budget, project promotion.	

Solution of problems and conflicts – causes of conflicts, tools and strategies used for timely identification and solution of conflicts. Presentation skills – presentation techniques, principles of effective presentations, performance in public. Personal development – lifelong learning, self-development and improvement, formal and non-formal education, informal process of learning. Crisis management and risk management – monitoring of risk factors. Prevention of crisis situations, planning, organizing, measuring and controlling of performance.

Recommended literature:

1. KOLEKTÍV. 2012. Sborník souhrnných pozic v nestatných neziskových organizáciach. Praha : 1. vydání, 2012. ISBN 978-80-87449-37-0.
2. BENČO, J. - KUVÍKOVÁ, H. a kol. 2011. Ekonomika verejných služieb. Banská Bystrica : Ekonomická fakulta Univerzity Mateja Bela, 2001. 334 s. ISBN 978-80-557-0323-7.
3. DRUCKER, P.: Managing the Non-Profit Organization: Practices & Principles. Diane Pub Co; 1998. ISBN: 0788153315
4. KOLEKTÍV AUTOROV. 2000. Čítanka pre pokročilé neziskové organizácie. Centrum prevencie a riešenia konfliktov, Partners for Democratic Change – Slovakia, 2000. ISBN 80–968095–3–9.
5. MIHÁLIK, J. 2006. Strategický manažment mimovládnych neziskových organizácií. PDCS, 2006, 60 s.

Language of instruction:

Slovak/Czech

Notes: student time load:

180 hours
 Combined study (P, S, K): 68
 Self-study: 52
 Preparation and presentation of the topic: 20
 Preparation of the project: 40

Course assessment

The final number of assessed students: 75

A	B	C	D	E	FX(0)	FX(1)
61.33	26.67	6.67	4.0	0.0	1.33	0.0

Instructor: doc. Ing. Mária Murray Svidroňová, PhD., Ing. Katarína Sýkorová, PhD., Ing. Filip Flaška, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MIFEU	Course name: Management of EU funds' Implementation
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: The number of points obtained for the interim and final assessment is 100. It corresponds to the classification scale of the assessment. Credits will be awarded to a student who obtained at least 65 out of 100 points in the subject for fulfilling the specified conditions. a) continuous assessment: Processing of 2 assignments in the specified terms during the semester. For each assignment, you can get max. 50 points. b) final assessment: does not apply	
Learning objectives: The basic aim of the subject is to supplement the knowledge and skills of students acquired by studying related study programs on the issue of EU cohesion policy with an emphasis on the practical level of implementation of European structural and investment funds through individual OPs in the conditions of the Slovak Republic within the 2014-2020 programming period, as well as to present practical recommendations for period 2020+.	
Brief outline of the course: EU cohesion policy and its framework - introduction to the issue (definitions, programming periods and a brief description of basic terms), Programming period 2014-2020 (basic documents and basic thematic objectives of the SSR and Partnership Agreements of the Slovak Republic 2014-2020, OP and their characteristics, allocations) , The management system at the strategic level and OP level (the structure of bodies at the level of the SR SR and PD SR and at the level of the OP itself, the characteristics and competences of the CKO, RO, SORO, CO, PJ, OA, MV and NMV bodies) and the financial management system (structure of financial management bodies, financing from the SF and KF and EŠIF, system of financial flows at the national level, irregularities), implementation of OP - calls for submission of ZoNFP (written calls for national projects, preparation of project objectives, ITMS and ITMS2014+, conditions of eligibility), Implementation OP - applications for a non-refundable financial contribution (ZoNFP form, project description, project budget, ZoNFP appendices, submission and receipt of ZoNFP - demand-oriented project ty, national projects), Implementation of OP - evaluation (evaluation process of ZoNFP demand-oriented projects/national projects - evaluation of challenges, process of formal control - KFS and PFK, professional evaluation and selection of ZoNFP, preparation of Agreement	

on the provision of NFP), Implementation of OP - management projects (characteristics of the system of implementation of approved projects – basic roles and responsibilities of the recipient of aid and RO/SORO, project management, financial management, monitoring), Process and forms of public procurement, control and assessment of fulfillment of MU, changes to the contract on the provision of NFP, Protection of the financial interests of European communities and anti-corruption measures (basic characteristics, roles of OLAF and CKU OLAF /UV SR/ in the area of protection of financial interests of the EC, irregularities, return of funds - corrections, exclusion of subjects from financing), Planning and implementation of information campaigns (creation of a campaign plan, selection of tools and communication channels, measuring the efficiency and effectiveness of the campaign), Problematic areas of implementation at the national level and recommendations for the period 2020+, Excursion.

Recommended literature:

SR and EU documents

Language of instruction:

Slovak

Notes: student time load:

120 hours, of which:

combined study (P, S, K): 26

self-study: 50

task processing: 20

collection of information: 24

Course assessment

The final number of assessed students: 63

A	B	C	D	E	FX(0)	FX(1)
79.37	6.35	11.11	0.0	1.59	1.59	0.0

Instructor: doc. Ing. Radoslav Kožiak, PhD.

Last changed: 22.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MI	Course name: Management of Innovations
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Proposal of innovation: 0 - 20 points Partial tasks during seminars: 0 - 30 points b) final assessment: Presentation of innovating project, project documentation: 0-50 points Number of points earned for continuous and final evaluation to correspond to 100% on the grading scale. Passing grades are received for students who have obtained over 65% in the final assessment. In resit exam student corrects innovating project and documentation, points are cummulated with continuous assessment.	
Learning objectives: After completion of the course, the student can: <ol style="list-style-type: none"> 1. determine the intention of the innovative enterprise, 2. create organizational conditions for innovation processes in the enterprise, 3. apply the principles of the innovative projects based on normative or intuitive thinking, 4. apply selected methods and tools of innovation methods based on best value and value analysis, 5. assess the appropriateness of innovative intentions 6. evaluates the performance of innovative processes using selected indicators of innovation activity of enterprises. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Essence of innovation management in the enterprise, definition, differentiation and classification of innovation. 2. Analysis of the life cycle of innovation and successful product. 3. Creative methods in the innovation process. 4. Business models for innovations. 5. Innovation strategy and innovative business. 6. Prognostic methods, innovations and predictability. 7. Forms of support innovative development and institutional support of innovations. 8. Proposal of innovative project. 9. Preparation of project documentation. 	

10. Implementation of innovative idea/plan.
 11. Evaluation of innovating project, its consequences and limitations.

Recommended literature:

1. OSTERWALDER, A., PIGNEUR, Y. 2010. Tvorba business modelu. Praha: Albatros Media, 2012.
2. VEBER, J. a kol. 2016. Management inovací. Management Press, 2016. 288 s. ISBN 9788072614233.
3. DOLEŽAL, J. 2016. Projektový management. Praha: Grada, 2016.
4. HITTMÁR, Š. 2017. Riadenie inovačných procesov v podniku: teoretické a praktické otázky tvorby a uplatňovania inovačných procesov v podniku. Žilina: EDIS - Vydavateľstvo Žilinskej univerzity.
5. LESÁKOVÁ, Ľ. 2017. Inovácie v činnosti malých a stredných podnikov v Slovenskej republike. BB: UMB Belianum.
6. SVOBODOVÁ, I. 2017. Od nápadu k podnikateľskému plánu. Praha: Grada, 2017.
7. KROGERUS, M. 2018. Kniha rozhodnutí: 50 grafických modelu pro strategické rozhodování. Praha: Portál. 2018.
8. RIES, E. 2019. Startup jako princip podnikání: jak dosáhnout dlouhodobého růstu v moderní firmě. Praha: Management Press.
9. FORET, M. 2021. Marketingový výzkum v udržitelném marketingovém managementu. Praha: Grada Publishing

Language of instruction:

Slovak

Notes: student time load:

150 h:
 Combined form (Lecture, Seminar, Consultation): 39
 Self-study: 51
 Preparation of the project: 20
 collection of data : 40

Course assessment

The final number of assessed students: 67

A	B	C	D	E	FX(0)	FX(1)
7.46	37.31	26.87	23.88	2.99	1.49	0.0

Instructor: Ing. Lenka Theodoulides, PhD., MBA

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MI-aj	Course name: Management of Innovations
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Development of the innovative project proposal 0 - 30 points, Preliminary presentations 0 - 20 points b) final assessment: Final project and project documentation: 0-50 points In resit exam student corrects innovating project and documentation, points are cumulated with continuous assessment.	
Learning objectives: After completion of the course, the student can: <ol style="list-style-type: none"> 1. determine the intention of the innovative enterprise, 2. develop a business model (BMI) for a innovation project, 3. apply the principles of the innovative projects based on normative or intuitive thinking, 4. apply selected methods and tools of innovation methods based on best value and value analysis, 5. assess the appropriateness of innovative intentions 6. present own innovative BMI to stakeholders. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Essence of innovation management in the enterprise, definition, differentiation and classification of innovation. 2. Analysis of the life cycle of innovation and successful product. 3. Creative methods in the innovation process. 4. Determining the intentions of innovative products (parameters): method best value. 5. Determining the intentions of innovative products (parameters): value analysis. 6. Business models for innovation 7. Innovative business strategy and forecasting innovation enterprise. 8. Forecasting Methods innovation and predictability. 9. Forms of support innovative development and institutional support of innovations. 10. Development of the project proposal/BMI 11. Preparation of the project documentation/business plan 12. Implementation plan 13. Assessment and evaluation of the project, its impact and limitations. 	

Recommended literature:

1. GOFFIN, K., Mitchell, R. 2017. Innovation Management: Effective strategy and implementation 3rd Edition. Red Globe Press, 2017. 440 p. ISBN 978-1137373434.
2. ENDE, J. van den. 2021. Innovation Management. Red Globe Press, 2021. 1178 p. ISBN 978-1352012422.
3. ANTHONY, S., D. 2017. The Little Black Book of Innovation, With a New Preface: How It Works, How to Do It. Boston : Harvard Business Review Press, 2017. 320 p. ISBN 978-1633693401
4. TROTT, P. 2011. Innovation Management and New Product Development (5th Edition). New Jersey : Prentice Hall, 2011. ISBN 978-0273736561. 648 s.
5. KEELEY, L., WALTERS, H., PIKKEL, R., QUINN, B., 2013. Ten Types of Innovation: The Discipline of Building Breakthroughs. Hoboken : Wiley, 2013. 288 p. ISBN 978-1118504246
6. OSTERWALDER, A, PIGNEUR, Y. 2010. Business Model Generation. John Willey&Sons.
7. SLOANE, P. 2017. The leader's guide to lateral thinking skills. 3rd Edition. Kogan page.
8. THEODOULIDES, L., KORMANCOVÁ, G., COLE, D. 2019. Leading in the Age of Innovation: change of values and approaches. NY: Routledge.

Language of instruction:

English

Notes:student time load:

150 h

Combined form (Lecture, Seminar, Consultation): 39

self-study: 51

preparation of the project: 20

collection of data : 40

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: Ing. Lenka Theodoulides, PhD., MBA

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MK	Course name: Managerial Communication
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Conditions for ordinary students and students with individual study plan: Presentation during one lesson with the use of case studies, simulated situations from work and communication situations of managers: 0 – 70 points. b) final assessment: Oral exam: 0 – 60 points. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. Within the resit examination student takes only final evaluation. The points for the continuous evaluation will be kept.	
Learning objectives: After completion of the course the student can: <ol style="list-style-type: none"> 1. create positive personal and working relations on the basis of communication competence, 2. apply and develop basic communication abilities in leading and managing working teams and in solving communication problems, 3. judge and use alternative methods and techniques suitable for conducting business meetings and decision-making, 4. conduct successful negotiations with domestic and foreign partners, 5. assess the differences among national cultures and communication styles according to communication situations, 6. enter into an active interaction with others, use the techniques of effective listening and assertive presentation of his/her own opinions. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Manager, requirements for his/her personality and specialized skills. Creativity in the work of a manager. Techniques at work of a successful manager. 2. Distinctive characteristics of manager's work in entrepreneurial sphere, time management. Work performance and workload of a manager. 3. Communication in the work of a manager, verbal (oral and written) and non-verbal (mimics, gesticulations, eyes body language, and others), communication event, communication and social situation. 	

4. The process of communication, the use of feedback and active listening in communication. Managerial methods. Interview, techniques.
5. Meeting, kinds of meetings, managing the preparation of meetings and their course. Press conference, presentation, discussion.
6. Communication at work. Effective communicating.
7. Synchronous and asynchronous communication.
8. Management of business negotiations.
9. Specific features of intercultural communication in negotiations with foreign partners.
10. Rhetorics in the work of the manager.
11. Preparation and course of public speaking.

Recommended literature:

1. ADAMOVI, L., REJF, L., STIEBEROVA, B. 2016. Komunikace a jednání s lidmi v praxi. Praha : Česká technika.
3. BILINSKI, W. 2011. Velká kniha rétoriky. Jak s jistotou a přesvědčivě vystupovat při každé příležitosti. Praha : Grada.
4. COVEY, S. 2010. 7 návykov skutočne efektívnych ľudí. Bratislava : Eastone Books.
5. COVEY, S. 2015. 8. Návyk. Od efektivity k výjimečnosti. Bratislava : Management Press.
6. COVEY, S., MERILL, A., MERILL, R. 2014. Najdôležitejšie veci ako prvé. Ako zosúladiť pracovné povinnosti so životnými prioritami. Bratislava : Eastone Books.
7. DĚDINA, J., CEJTHAMR, V. 2005. Management a organizačné chování. Praha : Grada.
8. JIŘINCOVÁ, B. 2010. Efektivní komunikace pro manažery. Praha : Grada Publishing, a.s.
9. KABÁTEK, A., LOŠTÁKOVÁ, O. 2010. Obchodní a manažerská prezentace. Praha : Grada.
10. SEKOVÁ, M. a kol. 2013. Manažment II. Bratislava : Iura Edition.
11. SZARKOVÁ, M. 2018. Komunikácia v manažmente. Praha: Wolters Kluwer.
13. VETRÁKOVÁ, M., KLINCKOVÁ, J. 2013. Efektívna komunikácia – predpoklad úspešného manažera. Banská Bystrica : UMB.
14. VETRÁKOVÁ, M., SEKOVÁ, M. 2004. Manažerska komunikácia. Banská Bystrica : Ekonomická fakulta UMB.
15. BEPPARI, S. 2017. The Fundamentals of Business Communication. www.vpinda.co.in.
16. TING-TOOMEY, S., GHUNG, L. C. 2012. Understanding intercultural Communication. Oxford : University Press.

Language of instruction:

Slovak

Notes:student time load:

150 hours, within that:

combined study (lecture, seminar, consultation): 39

self-study: 49

preparation of presentation, simulated communication situations, skits : 31

practicing of communication competences and managerial methods: 31

Course assessment

The final number of assessed students: 104

A	B	C	D	E	FX(0)	FX(1)
29.81	36.54	24.04	5.77	2.88	0.96	0.0

Instructor: doc. Mgr. Ing. Lukáš Smerek, PhD., Ing. Jozef Ďurian, PhD.

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MK-aj	Course name: Managerial Communication
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Presentations during two lessons with the use of case studies, simulated situations from work and communication situations of managers: 0 – 50 points (0 – 25 points each). b) final assessment: Oral exam: 0 – 50 points. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. Within the resit examination student takes only final evaluation. The points for the continuous evaluation will be kept.	
Learning objectives: After completion of the course the student can: 1. create positive personal and working relations on the basis of communication competence, 2. apply and develop basic communication abilities in leading and managing working teams and in solving communication problems, 3. judge and use alternative methods and techniques suitable for conducting business meetings and decision-making, 4. conduct successful negotiations with domestic and foreign partners, 5. assess the differences among national cultures and communication styles according to communication situations, 6. enter into an active interaction with others, use the techniques of effective listening and assertive presentation of his/her own opinions.	
Brief outline of the course: 1. Manager, requirements for his/her personality and specialized skills. Creativity in the work of a manager. Techniques at work of a successful manager. 2. Distinctive characteristics of manager's work in entrepreneurial sphere, time management. Work performance and workload of a manager. 3. Communication in the work of a manager, verbal (oral and written) and non-verbal (mimics, gesticulations, eyes body language, and others), communication event, communication and social situation.	

4. The process of communication, the use of feedback and active listening in communication. Managerial methods. Interview, techniques.
5. Meeting, kinds of meetings, managing the preparation of meetings and their course. Press conference, presentation, discussion.
6. Communication at work. Effective communicating.
7. Synchronous and asynchronous communication.
8. Management of business negotiations.
9. Specific features of intercultural communication in negotiations with foreign partners.
10. Rhetorics in the work of the manager.
11. Preparation and course of public speaking.

Recommended literature:

1. BEPPARI, S. 2017. The Fundamentals of Business Communication. www.vpinda.co.in.
2. BUSINESSBALLS. 2017. Johari Window Model and Free Diagrams [online]. Available on the internet: <<https://www.businessballs.com/self-awareness/johari-window-model-and-free-diagrams/>>
3. BUSINESSCULTURE. 2019. International Business Culture and Business Etiquette [online]. Available on the internet: <<https://businessculture.org/>>
4. COVEY, R., S. 2004. The 7 Habits of Highly Effective People. New York : Simon and Schuster, 2004.
5. COVEY, R., S. 2005. The 8th Habit from Effectiveness to Greatness. New York : Simon and Schuster, 2005.
6. FRED, E. J. 2004. Intercultural Communication. California: Sage Publications Inc., 2004. 464 p. ISBN 978-07-619-2899-7.
7. GRIFFIN, E., LEDBETTER, A., SPARKS, G. 2014. A FirstLook at Communication Theory (Conversations with Communication Theorists). 9. edition. McGraw-Hill Education. 560 p. ISBN 978-00-735-2392-7.
8. HALL, E. T., HALL, M. R. 2000. Understanding cultural differences. Yarmouth : Intercultural Press, 2000. 224 p. ISBN 978-1-8778-6407-0.
9. JANDT, F. E. 2010. An Introduction to Intercultural Communication Identities in a Global Community. Fifth edition. California : Sage Publications. 2010. 374 p. ISBN 978-1-4129-7010-5.
10. KRISHNAMACHARYULU, C.S.G., RAMAKRISHNAN, L. 2008. Business Communication. Mumbai: Himalaya Pub. House, 2009. 386 p. ISBN 978-81-848-8567-5.
11. LLOPIS-LORENTE, A., et al. 2017. Interactive models of communication at the nanoscale using nanoparticles that talk to one another. In Nature Communication. [online]. [cit. 2020-06-01]. Available on the internet: <<https://www.nature.com/articles/ncomms15511>>
12. LOCKER, K. O., KIENZLER, D. 2014. Business and Administrative Communication. Boston: Irwin McGraw-Hill, 2014. 768 p. ISBN 978-00-734-0325-0.
13. LUNENBURG, F. C. 2010. Communication: The Process, Barriers, And Improving Effectiveness. Schooling Volume 1. Number 1. 2010. [online]. [cit. 2020-19-02]. Available on the internet: <https://www.mcgill.ca/engage/files/engage/communication_lunenburg_2010.pdf>
14. MARTIN, J., FELLEENZ, M. 2010. Organizational behaviour & Management. 4th edition. Hampshire : Cengage Learning EMEA, 2010. 642 p. ISBN 978-1-4080-1812-5.
15. MINKOV, M. 2007. What makes us different and similar: A new interpretation of the world values survey and other cross-cultural data. Sofia : Klasika Stil Publishing House. 2007. 240 p. ISBN 978-954-327-023-1.
16. Thomas, D. C., Lazarova, M. B. 2014. Essentials of International Human Resource Management. Managing People Globally. Los Angeles/London : SAGE Publications, 2014.
17. SMEREK, L., VETRÁKOVÁ, M.. 2020. Managerial Communication. Banská Bystrica : Ekonomická fakulta UMB. 154 p. ISBN 978-80-557-1769-2.

18. SMEREK, L., VETRÁKOVÁ, M. 2021. Organization of managerial work. Banská Bystrica : Ekonomická fakulta UMB. 106 p. ISBN 978-80-557-1859-0.
 19. WATSON, T., J. 2005. Organising and Managing Work. Harlow : Prentice Hall, 2005.
 20. WOOD, J. 2012. Communication Mosaics: An Introduction to the Field of Communication. Wadsworthseries in communication studies. Cengage Learning. 2007. 432 p. ISBN 978-0495-794-158.

Language of instruction:

English

Notes:student time load:

150 hours, within that:

combined study (lecture, seminar, consultation): 39

self-study: 49

preparation of presentation, simulated communication situations, skits : 31

practicing of communication competences and managerial methods: 31

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Mgr. Ing. Lukáš Smerek, PhD., Ing. Jozef Ďurian, PhD.

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_PSYCHTRH	Course name: Market Psychology
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions:	
Learning objectives: The subject is focused on the use of psychological knowledge from the area of market research and the behavior of subjects on the market. Students will learn from basic concepts, history and above all learn to connect knowledge of economically and psychologically oriented subjects. Teaching is complemented by case studies into which students are actively involved.	
Brief outline of the course: Introduction to the subject and interdisciplinary basis 2. Definition of basic terminology 3. Psychography and customer segmentation 4. Heuristics in decision making 5. Multidimensional attitude towards the analysis of consumer behavior 6. Psychological paradigms (psychoanalytic, developmental and behavioral) and their impact on consumer behavior in the market 7. Cognitive dissonance and its influence on the rupture behavior 8. Resilience and self-management 9. Case studies in the field of market psychology aimed at verifying the ability of participation, the effectiveness of the work of the work and the development of critical self-reflection.	
Recommended literature: 1. BAČOVÁ, V. 2010. Rozhodovanie a usudzovanie I. Pohľady psychológie a ekonómie Bratislava: Ústav experimentálnej psychológie SAV. ISBN. 978-80-244-5033-9 2. BAČOVÁ, V. STRÍŽENEC, M. 2013. Psychológia finančného rozhodovania: Racionalita, analýza a intuícia. In R. Hanák a kol. (Eds.). Rozhodovanie a usudzovanie IV. (s. 131-158). Bratislava: Ústav experimentálnej psychológie SAV. 3. HANÁK, R. a kol. (eds.). 2013. Rozhodovanie a usudzovanie IV. Bratislava: Ústav experimentálnej psychológie SAV. ISBN 978-80-88910-46-6 4. CHADT, K. 2017 Psychologie trhu v obchodu a službách. Praha : Press 21. 100s. ISBN 978-80-905181-9-3 5. KAHNEMAN, D. 2012. Myšlení rychlé a pomalé. Brno: Jan Mevil Publishing 6. KOMÁRIK E. (Ed.) 2009. : Reziliencia. Bratislava UK, 2009. ISBN 978-80-223-2729-9	

7. LIESKOVSKÁ, V.; GAZDA, V. RIMARČÍK, M. 2005. Spotrebiteľské správanie na trhu bezhotovostného platobného styku. Bratislava: EKONOM.
8. RIEGEL, K. 2007. Ekonomická psychologie. Praha: Grada. ISBN: 8024711850
9. RUISEL, I. 2004. Inteligencia a myslenie. Bratislava: IKAR ISBN: 8055107661
10. STRIŽENEC, M. 2013. Úloha kritického a strategického myslenia pri rozhodovaní. Československá psychológia, ISBN: 978-80-88910-52-7
11. PROVAZNÍK, V- Psychologie pro ekonomy a manažery. Praha: Grada, 2002. Manažer. ISBN 8024704706.
12. TELLIS, G. J. Reklama a podpora prodeje. Praha: Grada, 2000. Profesionál. ISBN 8071699977.

Language of instruction:

slovak

Notes:student time load:

120 hours

Combined form (Lecture, Seminar, Consultation) 26

Self – study: 50

Preparation of the project: 34

Project presentation: 10

Course assessment

The final number of assessed students: 213

A	B	C	D	E	FX(0)	FX(1)
33.33	42.72	16.9	4.23	0.47	1.88	0.47

Instructor: PhDr. Andrea Seberíni, PhD., Ing. Anna Vallušová, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MarKom	Course name: Marketing Communication
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: a) active participation in solving the assigned tasks in class: 0-20 points b) written test: 0-20 points b) final assessment: Semester paper and its defense – 60 points Within resit examination, student repeats that part(s) of the assessment (test or seminar paper) in which he/she gained lowest number of points, to achieve the final sum of at least 65 points.	
Learning objectives: Student: <ol style="list-style-type: none"> 1. understands the principles of integrated marketing communication and knows its instruments, 2. is able to suggest suitable form of communication according to the character of the target market, type of product, and the stage of its life cycle 3. creates a plan of marketing communication 4. can evaluate effectiveness of marketing communication 5. applies new knowledge about current forms and media in the field of marketing communication 6. demonstrates the ability to work systematically and creative approach to the solving of problems. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Integrated marketing communication and its individual components and forms. Process of marketing communication, and individual parts of communication process when addressing a customer. 2. Marketing communication through advertising. Models of influence of advertising, advertising plan, cooperation with advertising agencies. 3. Publicity and public relations. Target groups, PR, tools of PR, PR plan. PR and advertising. Crisis communication. 4. Personal sale, trade fairs and exhibitions. Tools of sale support in trade, and in customer sphere. 5. Direct marketing and the use of electronic media. Advertising legislation, ethics in advertising. 6. Research in media – qualitative and quantitative. 7. Specifics of marketing communication at the BB market. Preparation of marketing strategy with the focus given to the marketing communication. 	

8. New forms: product placement, guerilla communication strategy, viral and mobil marketing, buzzmarketing, ambush marketing, influencer marketing.
9. Online communication, its characteristics and functions, web pages, online social media.

Recommended literature:

1. PŘIKRYLOVÁ, J. 2019. Moderní marketingová komunikace. Praha: Grada, 2019. 344s. ISBN 9788027110782
 2. KARLÍČEK, M. 2016. Marketingová komunikace: Jak komunikovat na našem trhu, Praha: Grada, 2016. 224 s. ISBN 978-80-271-9064-5
 3. PERFORMICS a kol. 2021. Uspejte online. Lion Communications Slovakia, 2021. 291s. ISBN 9788097369408
 4. BAČUVČÍK, R. 2015. Teorie a praxe v marketingové komunikaci. Verbum: 2015., 190 s. ISBN 9788087500682
 5. JESENSKÝ, D. 2020. Marketingová komunikace v místě prodeje. Praha: Grada, 2020. 512 s. ISBN 9788027117246
 6. FORET, M. 2011. Marketingová komunikace. CPPRESS: 2011. 488 s. ISBN 9788025134320
 7. PELSMACKER, P., G., BERGH, M., V. 2003. Marketingová komunikace. Praha: Grada Publishing, 2003. ISBN 80-247-0254-1
- Doplňkové zdroje:
8. BUDINSKÝ, M. TÁBORECKÁ-PETROVIČOVÁ, J. 2019. Influence of product placement on consumer purchase intention and purchase decision. In Ekonomika a spoločnosť. Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2019. - ISSN 1335-7069. - Roč. 20, č. 1 (2019), s. 49-60.
 9. BUDINSKÝ, M. - TÁBORECKÁ-PETROVIČOVÁ. 2020. The effect of product placement on consumer behaviour In The 2020 IAI Book of proceedings : Education and social sciences conference, Business and economics conference, Barcelona, Spain, 10 February 2020. - 1. vyd. - Skopje : International Academic Institute, 2020. - ISBN 978-608-4881-07-0. - S. 5-20.

Language of instruction:

Slovak

Notes:student time load:

150 hours:
 Combined form (Lecture, Seminar, Consultation): 39
 self-study: 60
 preparation of the project: 40
 collection of data: 11

Course assessment

The final number of assessed students: 33

A	B	C	D	E	FX(0)	FX(1)
60.61	24.24	12.12	0.0	0.0	3.03	0.0

Instructor: doc. Ing. Janka Tábořecká, PhD., doc. Ing. Katarína Vitálišová, PhD.

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MarKomDi-aj	Course name: Marketing Communication in Digital Era
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Active participation in solving the assigned tasks during seminars: 0-20 points; written test: 0-20 points b) final assessment: Semester paper and its defense: 0-60 points The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. Within resit examination, student repeats that part(s) of the assessment (test or seminar paper) in which he/she gained lowest number of points, to achieve the final sum of at least 65 points.	
Learning objectives: After completion of the course the student: <ol style="list-style-type: none"> 1. understands principles of integrated marketing communication and recognizes its offline and online tools and channels 2. is able to suggest suitable form and choose relevant tools of communication according to the character of the target market, type of product, the stage of its life cycle and in relation to company 's aims and resources 3. applies new digital trends in creation marketing communication strategy 4. measures effects of marketing communication and provides feedback for further decision-making 5. adopts systematic approach, team work and intercultural competences and creative thinking in solving problems 6. demonstrates comprehensible communication skills in presenting and defending own solutions. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Integrated marketing communication and its individual components and forms. Process and phases of marketing communication. Creation of strategy, target market/audience, setting communication objectives. 2. Traditional tools of marketing communication: Advertising, Public relations, sponsorship and corporate identity, Personal sale, trade fairs and exhibitions, Sales promotion, merchandizing. Direct marketing. 	

3. Measurement of effectiveness and efficiency in marketing communication.
4. New alternative forms of marketing communication and tools in online/digital marketing: product placement, guerilla marketing, flash mob marketing, word-of-mouth, viral and mobile marketing, buzzmarketing, ambush marketing, affiliate and influencer marketing, SEO (on-page, off-page), SEM, PPC, content marketing, blogs, email marketing, social media marketing.
5. Google Analytics, Google Ads, Hotjar, UX.
6. Legislative and ethical principles and concerns in marketing communication.

Recommended literature:

Recommended literature:

1. SMITH, P. R. - ZOOK, Z. 2019. Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogan Page: 2019. 672 s. ISBN 0749498641
2. RYAN, D. 2020. Understanding Digital Marketing: A complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. Kogan Page: 2020. 448 s. ISBN 1789666015
3. SERNOVITZ, A. - KAWASAKI, G. - GODIN, S. 2015. Word of Mouth Marketing. PressBox: 2015. 217 s. ISBN 9780983429036
4. SCOTT, D. M. 2020. The New Rules of Marketing and PR. John Wiley & Sons: 2020. 448 s. ISBN 1119651549
5. ANDREWS, C. 2013. Advertising Promotion and Other Aspects of Integrated Marketing Communications. Delmar Cengage Learning: 2013. 752 s. ISBN 9781111580216
6. OGILVY, D. 2007. Ogilvy on Advertising. Welbeck Publishing Group: 2007, 224 s. ISBN 1853756156
7. LEVINSON, J. C. 2007. Guerilla Marketing. Piatkus. 2007. 384 s. ISBN 9780749928117
8. NASH, E. 2000. Direct Marketing: Strategy, Planning, Execution. McGraw-Hill: 2000. ISBN 9780071352871

Additional readings:

BUDINSKÝ, M. - TÁBORECKÁ - PETROVIČOVÁ, J. 2019. Perception of Product Placement Usage by Slovak Consumers. In Marketing science & inspirations. Bratislava : Univerzita Komenského, 2019. ISSN 1338-7944. - online, Vol. 14, No. 1, 2019, p. 1-10

BUDINSKÝ, M., TÁBORECKÁ PETROVIČOVÁ. 2020. The Effect of Product Placement on Consumer Behaviour In The 2020 IAI Book of proceedings : Education and social sciences conference, Business and economics conference, Barcelona, Spain, 10 February 2020. Skopje: International Academic Institute, 2020. ISBN 978-608-4881-07-0. p. 5-20.

Case studies and lectures from <https://hstalks.com/category/769/marketing-sales/?business> (key words: digital, online, marketing communication)

Language of instruction:

English

Notes: student time load:

150 hours
 Combined form (Lecture, Seminar, Consultation): 39
 self-study: 60
 preparation of the project: 40
 collection of data in company, field research: 11

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Ing. Janka Táborecká, PhD., doc. Ing. Katarína Vitálišová, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.
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Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MISaMV	Course name: Marketing Information System and Marketing Research
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Written test: 0-20 points; Continuous work on assigned tasks during seminars: 0-45 points; Total: 0-65 points b) final assessment: Elaboration and presentation of the final project of marketing research: 0-35 points The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. Within resit examination, student repeats that part(s) of the assessment (test or seminar paper) in which he/she gained lowest number of points, to achieve the final sum of at least 65 points.	
Learning objectives: After completion of the course the student: <ol style="list-style-type: none"> 1. knows and uses marketing information systems in enterprises and new trends in this field, 2. evaluates accessible data from the point of view of their applicability, and identifies information needs in marketing of an enterprise 3. can obtain, process, evaluate and use information in the process of marketing decision-making, and present the results effectively, 4. can create a plan of marketing research in analyzing a problem, and choose suitable research approaches, 5. applies relevant mathematical-statistical methods in data analysis, 6. acquires exact and at the same time creative approach to solving problems of marketing practice, with the emphasis on team work and ethical principles. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Importance, basis and types of information. MIS as a part of corporate information system, its technological support. Individual components of MIS. 2. Theoretical definition of marketing research, its areas and benefits in managerial decision-making. Individual steps of marketing research and ethical aspects. 	

<p>3. Determining research problem, sources of data, techniques of data collection (observation, interview, experiment), contact methods. Primary sources obtained through qualitative research. Primary sources obtained through quantitative research – rules for creating a questionnaire, scaling techniques.</p> <p>4. Techniques of choosing a sample, conducting a field research, data collection, data coding and data control.</p> <p>5. Analysis, processing, and interpretation of data. Principles of testing the hypotheses.</p> <p>6. Presentation of research results, their further distribution and use in a decision-making process.</p> <p>7. Use of modern technologies in MIS, new trends and ethical principles in data collection and utilisation (neuromarketing, biometric technologies, online tools).</p>														
<p>Recommended literature:</p> <p>1. TÁBORECKÁ-PETROVIČOVÁ, J. 2020. Marketingový výskum. Banská Bystrica: Belianum, Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2020, ISBN 978-80-557-1814-9</p> <p>2. LACO, P. 2018. Hodnotenie podnikových internetových stránok. Banská Bystrica: Belianum, ISBN 978-80-557-1524-7</p> <p>3. TAHAL, R. 2017. Marketingový výskum. Praha: Grada, 2017, 264 s. ISBN 9788027102068</p> <p>4. CHRASTINA, J. 2019. Případová studie – metoda kvalitativní výzkumné strategie a designování výzkumu. Olomouc: Univerzita Palackého v Olomouci, 2019. 288 s. ISBN 9788024453736</p> <p>4. FORET, M. 2012. Marketingový průzkum. Bizbooks, 2012. 120s. ISBN 9788026500384</p> <p>5. HAGUE, P. 2003. Průzkum trhu. Brno: Computer Press, 2003, ISBN 80-7226-917-8</p> <p>6. BASL, J. 2002. Podnikové informačné systémy. Praha: Grada Publishing, 2002</p> <p>7. KEEGAB, S. 2009. Market Research in Practice. Good Decision-Making Through Understanding People, Cultures and Market. Kogan Page, 2009</p> <p>8. BRACE, I. 2008. Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective market research, Kogab Page, 2008.</p>														
<p>Language of instruction: Slovak</p>														
<p>Notes: student time load: 150 hours Combined form (Lecture, Seminar, Consultation): 39 self-study: 61 preparation of the final project: 40 collection of data: 10</p>														
<p>Course assessment The final number of assessed students: 76</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX(0)</th> <th>FX(1)</th> </tr> </thead> <tbody> <tr> <td>39.47</td> <td>34.21</td> <td>18.42</td> <td>5.26</td> <td>2.63</td> <td>0.0</td> <td>0.0</td> </tr> </tbody> </table>	A	B	C	D	E	FX(0)	FX(1)	39.47	34.21	18.42	5.26	2.63	0.0	0.0
A	B	C	D	E	FX(0)	FX(1)								
39.47	34.21	18.42	5.26	2.63	0.0	0.0								
<p>Instructor: doc. Ing. Janka Tábořecká, PhD., doc. Ing. Alena Kaščáková, PhD., Ing. Peter Laco, PhD.</p>														
<p>Last changed: 02.03.2022</p>														
<p>Approved by: prof. Ing. Zdenka Musová, PhD.</p>														

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MISaMV-aj	Course name: Marketing Information System and Marketing Research
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Written test: 0-20 points; continuous work on assigned tasks during seminars: 0-39 points; additional task: 0-6 points; total: 0-65 points b) final assessment: Elaboration and presentation of the final project of marketing research: 0-35 points The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. Within resit examination, student repeats that part(s) of the assessment (test or seminar paper) in which he/she gained lowest number of points, to achieve the final sum of at least 65 points.	
Learning objectives: After completion of the course the student: <ol style="list-style-type: none"> 1. knows and uses marketing information systems in enterprises and new trends in this field, 2. evaluates accessible data from the point of view of their applicability, and identifies information needs in marketing of an enterprise 3. can obtain, process, evaluate and use information in the process of marketing decision-making, and present the results effectively, 4. can create a plan of marketing research in analyzing a problem, and choose suitable research approaches, 5. applies relevant mathematical-statistical methods in data analysis, 6. acquires exact and at the same time creative approach to solving problems of marketing practice, with the emphasis on team work and ethical principles. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Importance, basis and types of information. MIS as a part of corporate information system, its technological support. Individual components of MIS. 2. Theoretical definition of marketing research, its areas and benefits in managerial decision-making. Individual steps of marketing research and ethical aspects. 	

3. Determining research problem, sources of data, techniques of data collection (observation, interview, experiment), contact methods. Primary sources obtained through qualitative research. Primary sources obtained through quantitative research – rules for creating a questionnaire, scaling techniques.
4. Techniques of choosing a sample, conducting a field research, data collection, data coding and data control.
5. Analysis, processing, and interpretation of data. Principles of testing the hypotheses.
6. Presentation of research results, their further distribution and use in a decision-making process.
7. Use of modern technologies in MIS, new trends and ethical principles in data collection and utilisation (neuromarketing, biometric technologies, online tools).

Recommended literature:

1. ESTEBAN – BRAVO, M. - VIDAL-SANZ, J. M. 2021. Marketing Research Methods: Quantitative and Qualitative Approaches. Cambridge: Cambridge University Press. doi:10.1017/9781108874748
2. BRADLEY, N. 2013. Marketing Research. Oxford University Press, 2013. 527s. ISBN 9780199655090
3. HUŽVÁR, M., LACO, P. 2013. Information Technologies in Business. Banská Bystrica : Univerzita Mateja Bela, Ekonomická fakulta, 2013. ISBN 978-80-557-0557-6.
4. KEEGAN, S. 2009. Market Research in Practice. Good Decision-Making through Understanding People, Cultures and Market. Kogan Page, 2009. ISBN 978-0-7494-5464-7
5. BRACE, I. 2008. Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective market research, Kogan Page, 2008. ISBN 970-0-74946-7791
6. BURNS, A. C. BUSH, R. F.: Basic Marketing Research. Using Microsoft Excel Data Analysis - 2nd Edition, Prentice Hall, 2007. ISBN 978-0-1350-78228
7. KOLB, B.: Marketing Research. A Practical Approach, Sage Publications, 2008.

Language of instruction:

English

Notes: student time load:

150 hours
 Combined form (Lecture, Seminar, Consultation): 39
 self-study: 61
 preparation of the final project: 40
 collection of data: 10

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Ing. Janka Tábořecká, PhD., doc. Ing. Alena Kaščíková, PhD., Ing. Peter Laco, PhD.

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-vstv-106		Course name: Physical Education 6	
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 73			
abs	n	p	v
94.52	5.48	0.0	0.0
Instructor: Mgr. Jaroslav Popelka, PhD., PaedDr. Jaroslav Kompán, PhD., Mgr. Andrea Izáková, PhD., doc. PaedDr. Jiří Michal, PhD., PaedDr. Mgr. Lukáš Opáth, PhD., doc. PaedDr. Pavol Pivovarniček, PhD., Mgr. Kristián Bako, Mgr. Michal Hlávek, Mgr. Marián Škorik			
Last changed: 27.03.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-vstv-107		Course name: Physical Education 7	
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 2., 4.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 0			
abs	n	p	v
0.0	0.0	0.0	0.0
Instructor: Mgr. Jaroslav Popelka, PhD., PaedDr. Jaroslav Kompán, PhD., Mgr. Andrea Izáková, PhD., doc. PaedDr. Jiří Michal, PhD., PaedDr. Mgr. Lukáš Opáth, PhD., doc. PaedDr. Pavol Pivovarniček, PhD., Mgr. Martin Bako, Mgr. Marián Škorik, Mgr. Michal Hlávek			
Last changed: 27.03.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-vstv-108		Course name: Physical Education 8	
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 54			
abs	n	p	v
92.59	7.41	0.0	0.0
Instructor: PaedDr. Boris Beťák, PhD., Mgr. Jaroslav Popelka, PhD., PaedDr. Jaroslav Kompán, PhD., Mgr. Andrea Izáková, PhD., doc. PaedDr. Jiří Michal, PhD., PaedDr. Mgr. Lukáš Opáth, PhD., doc. PaedDr. Pavol Pivovarniček, PhD., Mgr. Michal Hlávek, Mgr. Kristián Bako, Mgr. Marián Škorik			
Last changed: 27.03.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_PrM	Course name: Project Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: elaboration of a project and its presentation during seminars or elaboration of practically oriented tasks during seminars or individually: 0-20 points b) final assessment: Written exam: 0-80 points Number of points earned for continuous and final evaluation to correspond to 100% on the grading scale. Passing grades are received for students who have obtained over 65% in the final assessment. In the resit exam the student needs to pass only a written exam, the points gained during seminars will be added to his/her final assessment.	
Learning objectives: After completion of the course, the student can: <ol style="list-style-type: none"> 1. define project objectives and develop a detailed project schedule in the form of a project plan, 2. create a hierarchical structure of project activities, project timetable, and resources for the project, in an application software to support project management, 3. apply the principles of teamwork in creating and managing project teams, 4. apply selected methods and tools to project management with optimization of the project activities, 5. assess the degree of risk associated with the project and assess the progress of the project, 6. evaluate the feasibility of the project before its implementation. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. The definition of project and project management. 2. Project management standards and certification of project managers. 3. Classification of projects and project life cycle. 4. Defining project goals and project planning. Project implementation and organization of project activities. 5. Controlling and managing project risks. 6. Project funding. 7. The tasks of the project manager and project team work. 	
Recommended literature:	

1. SVOZILOVÁ, A. 2016. Projektový management. Praha : Grada Publishing, 2016. 424 s. ISBN 9788027100750.
2. DOLEŽAL, J. a kol. 2016. Projektový management. Praha : Grada Publishing, 2016. 424 s. ISBN 9788024756202.
3. DOLEŽAL, J., KRÁTKÝ, J. 2016. Projektový management v praxi. Praha : Grada Publishing, 2016. 176 s. ISBN 9788024756936.
4. WYSOCKI, R. 2019. Effective Project Management. Indianapolis: Wiley Publishing, 2019. 656 s. ISBN 9781119562801.

Language of instruction:

Slovak

Notes:student time load:

150 h

Combined form (Lecture, Seminar, Consultation): 39

self-study: 60

preparation of the project: 31

collecting information: 20

Course assessment

The final number of assessed students: 132

A	B	C	D	E	FX(0)	FX(1)
61.36	18.94	9.85	5.3	3.03	1.52	0.0

Instructor: Ing. Mgr. Gabriela Nafoussi, PhD.

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_PrM-aj	Course name: Project Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: elaboration of a project and its presentation during seminars or elaboration of practically oriented tasks during seminars or individually: 0-50 points b) final assessment: Written exam: 0-50 points Number of points earned for continuous and final evaluation to correspond to 100% on the grading scale. Passing grades are received for students who have obtained over 65% in the final assessment. In the resit exam the student needs to pass only a written exam, the points gained during seminars will be added to his/her final assessment.	
Learning objectives: After completion of the course, the student can: <ol style="list-style-type: none"> 1. define project objectives and develop a detailed project schedule in the form of a project plan, 2. create a hierarchical structure of project activities, project timetable, and resources for the project, in an application software to support project management, 3. apply the principles of teamwork in creating and managing project teams, 4. apply selected methods and tools to project management with optimization of the project activities, 5. assess the degree of risk associated with the project and assess the progress of the project, 6. evaluate the feasibility of the project before its implementation. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Introduction to project management. 2. Project management terms and definitions. 3. Project management standards. 4. Certification of project managers. 5. Classification of projects and project life cycle. 6. Project goals and project planning. 7. Project implementation and organization of project activities. 8. Controlling and managing project risks. 9. Project funding. 	

10. Project documentation.
11. Project manager.
12. Project team.
13. Project success and failure.

Recommended literature:

1. WYSOCKI, R. 2019. Effective Project Management. Indianapolis: Wiley Publishing, 2019. 656 s. ISBN 9781119562801.
2. DALCHER, D. 2019. Leading the Project Revolution. Abingdon: Routledge, 2019. 226 s. ISBN 9780367731724
3. HEAGNEY, J. 2018. Fundamentals of Project Management. NY: Harper Collins Focus, 2018. ISBN 9780814437360
4. DIONISIO, C.S. 2018. A Project Manager's Book of Tools and Techniques. NY : Wiley Publishing, 2018. ISBN 978-1-119-42396-6.

Language of instruction:

English

Notes:student time load:

150 h
 Combined form (Lecture, Seminar, Consultation): 39
 self-study: 60
 preparation of the project: 31
 collecting information: 20

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: Ing. Mgr. Gabriela Nafoussi, PhD.

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica							
Faculty: The Faculty of Economics							
Code: 2d-PMG-513		Course name: Project management					
Type, extent and method of instruction:							
Form of instruction: Seminar							
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)							
Recommended number of periods: 26							
Method of study: combined							
Number of credits: 3							
Recommended semester/trimester:							
Level: II.							
Prerequisites:							
Course completion conditions:							
Learning objectives:							
Brief outline of the course:							
Recommended literature:							
Language of instruction:							
Notes:student time load:							
Course assessment							
The final number of assessed students: 0							
A	B	C	D	E	FX(0)	FX(1)	n
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: doc. PhDr. Alžbeta Brozmanová Gregorová, PhD.							
Last changed: 08.09.2023							
Approved by: prof. Ing. Zdenka Musová, PhD.							

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_KaKVvP	Course name: Qualitative and Quantitative Research in an Enterprise
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written examination qualitative research - 10 points written examination quantitative research - 20 points b) final assessment: the sum of all continuous assessment values, while the critical requirement for the course completion is to achieve the minimum of 65% in each of the previous assignments. In the resit term, the student will retake the written examination of the part of the course in which he/she did not achieve the required minimum number of points.	
Learning objectives: 1. is ready to consult with the research assignor, and come to common understanding of basic components of the research assignment, 2. uses existing knowledge published in specialized literature to formulate theoretical foundations of his/her own research, 3. chooses suitable methods within the context of the studied problem and prepares the technique of collection of data, 4. identifies the basic set of respondents within the context of the studied problem, evaluates representativeness of the selected set, validity of the questionnaire, and its reliability, 5. applies suitable statistical methods into data processing, and extracts information necessary for the solution of the studied problem, 6. creates simple models enabling prognosis of development of economic values in time.	
Brief outline of the course: Introductory analysis of the research assignment – specification of the problem, subject, purpose and goal, including the object. Theoretical analysis of the problem – theoretical foundations and usable interpretation concept, formulation of the main, as well as partial, questions (the main and the partial hypothesis) as the basis for the following steps. Elaboration of the methodology, including suitable tools (techniques) of data collection – principles and the procedure of creating a questionnaire. Verification of representativeness of a set of respondents. Descriptive statistics and visualization of ordinal and qualitative data. Analysis of contingency tables. Chosen non-parametric tests. Introduction to analysis of time series.	
Recommended literature: Odporúčaná literatúra:	

1. PUNCH, K. F. 2008. Úspěšný návrh výzkumu. I.vyd. Praha : Portál, 232 s. ISBN 978-80-7367-468-7.
2. REICHEL, J. 2009. Kapitoly metodologie sociálních výzkumu I.vyd. Praha : Grada, 192s. ISBN 978-80-247-3006-6.
3. ONDREJKOVIČ, P. 2007. Úvod do metodologie spoločenskovedného výskumu. Bratislava : VEDA, 248s. ISBN 978-80-224-0970-4.
4. GAVORA, P. 2007. Sprievodca metodológiou kvalitatívneho výskumu. Bratislava : Univ Komenského, 230 s. ISBN 978-80-223-2317-8.
5. SILVERMAN, D. 2005. Ako robiť kvalitatívny výskum. Bratislava : IKAR, 327s. ISBN 80-551-0904-4
6. ŘEZANKOVÁ, H. 2011. Analýza dat z dotazníkových šetření. Praha : Professional Publishing, 223 s. ISBN 978-80-7431-062-1.
7. PECÁKOVÁ, I. 2011. Statistika v terénních průzkumech. 2. doplněné vydání. Praha : Professional Publishing , 236 s. ISBN 978-80-7431-039-3.
8. KRÁL, P. a iní. 2009. Viacrozmerné štatistické metódy so zameraním na riešenie problémov ekonomickej praxe. Banská Bystrica : Univerzita Mateja Bela, Ekonomická fakulta, 175 s. ISBN 978-80-8083-840-9.
9. JAMES, G. - HASTIE, T. - TIBSHIRANI, R. – WITTEN, D. 2013. An introduction to statistical learning with applications in R, New York : Springer, 425 s., ISBN 978-1-4614-7137-0.
10. HYNDMAN R. J - ATHANASOPOULOS G. 2013. Forecasting: principles and practice, <https://www.otexts.org/book/fpp>

Language of instruction:

Slovak

Notes:student time load:

150 hours, out of which:

Combined form (Lecture, Seminar, Consultation): 39

self-study: 111

Course assessment

The final number of assessed students: 102

A	B	C	D	E	FX(0)	FX(1)
27.45	18.63	28.43	14.71	3.92	4.9	1.96

Instructor: doc. Ing. Alena Kaščáková, PhD., PhDr. Marian Kika, PhD.

Last changed: 14.12.2021

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_ManKv	Course name: Quality Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: The student 1. can confront theoretical knowledge with the practical functioning of economic processes and connect selected areas of business economic, 2. is able to obtain and prepare relevant data and information in the selected area of the economy enterprise for the work of students at seminars, 3. can set a goal and propose a procedure for solving a case study, 4. is able to interpret the results and formulate conclusions of case studies. a) continuous assessment: specific written assignments regarding quality documentation: 0-40 points b) final assessment: Written exam: 0-60 points The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment.	
Learning objectives: After completion of the course the student: 1. is able to solve problems of quality in terms of requirements of ISO norms, 2. elaborates specific documents regarding the implementation of QMS, 3. applies the reference standard in building a QMS, 4. is able to use quality assurance tools to ensure the effectiveness of all processes in an enterprise, 5. is able to evaluate the compliance of the implemented QMS with the reference standard ISO 9001, through quality audits.	
Brief outline of the course: 1. Defining quality and quality management system. 2. Classification of management systems and requirements of the chosen management systems: ISO 45001, ISO 31 000, ISO 14001. 3. Stages of building the QMS according to ISO 9001. 4. Requirements of the ISO 9001 standard. 5. Auditing the QMS. 6. Methods and tools of quality assurance.	

7. The economics of quality.
8. Total quality management and the EFQM model.

Recommended literature:

1. ZÁVADSKÝ, J. a kol. 2012. Manažment III. –Systémový prístup k manažmentu a auditu organizácie. Bratislava : IURA EDITION, 2012. 176 s. ISBN 978-80-807851-23.
2. MAKÝŠ, P., ŠLÚCH, M. 2019. Systém manažérstva kvality podľa ISO 9001:2015 a jeho auditu podľa ISO 19011:2018. Žilina : M KREO, 2019. 96 s. ISBN 978-80-971299-27.
3. HNÁTEK, J., HRUDKA, O. 2016. Komentované vydání ČSN EN ISO 9001:2016. Praha : Česká společnost pro jakost, 2016. 138 s. ISBN 978-80-020264-26.
4. NENADÁL, J. 2018. Manažment kvality pro 21. století. Praha : Management Press. 2018. 366 s. ISBN 978-80-726-1561-2.
5. Norma ISO 9001, ISO 14001, ISO 45001, ISO 31000

Language of instruction:

Slovak

Notes:student time load:

150 hours:

Combined form (Lecture, Seminar, Consultation): 39

self-study: 36

written assignments: 45

presentation of the created documentation system and its audit: 30

Course assessment

The final number of assessed students: 56

A	B	C	D	E	FX(0)	FX(1)
21.43	35.71	30.36	8.93	3.57	0.0	0.0

Instructor: doc. Ing. Denisa Malá, PhD., doc. PhDr. Dana Benčíková, PhD.

Last changed: 25.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_ManKv-aj	Course name: Quality Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: specific written assignments regarding quality documentation: 0-30 points continuous work during the semester: 0 - 30 points b) final assessment: Written exam: 0-40 points The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. In resit exam student corrects his/her written test. Points from continuous assessment are taken and cummulated with resit test results.	
Learning objectives: After completion of the course the student: <ol style="list-style-type: none"> 1. is able to solve problems of quality in terms of requirements of ISO norms, 2. elaborates specific documents regarding the implementation of QMS, 3. applies the reference standard in building a QMS, 4. is able to use quality assurance tools to ensure the effectiveness of all processes in an enterprise, 5. is able to evaluate the compliance of the implemented QMS with the reference standard ISO 9001, through quality audits. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Defining quality and quality management system. 2. Classification of management systems and requirements of the chosen management systems: ISO 45001, ISO 31 000, ISO 14001. 3. Stages of building the QMS according to ISO 9001. 4. Requirements of the ISO 9001 standard. 5. Auditing the QMS. 6. Methods and tools of quality assurance. 7. The economics of quality. 8. Total quality management and the EFQM model. 	
Recommended literature:	

1. CIANFRANI, C. A. 2017. ISO 9001:2015 Quality management system quality manual. Pennsylvania: PennDOT, 2017. 121 s. e-kniha.
2. Standards ISO 9001, ISO 14001, ISO 31000, ISO 45001
3. MANN, D. 2015. Creating a lean culture. New York : Taylor and Francis Group, 2015, 367 p. ISBN 978-1-4822-4323-9.

Language of instruction:

English

Notes:student time load:

150 hours

Combined form (Lecture, Seminar, Consultation): 39

self-study: 36

written assignments: 45

presentation of the created documentation system and its audit: 30

Course assessment

The final number of assessed students: 0

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Ing. Denisa Malá, PhD., doc. PhDr. Dana Benčíková, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_NZK	Course name: Quality Management Tools
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: a) preliminary evaluation = case studies during seminars (80 points) b) final assessment: b) final evaluation = written test (20 points)	
Learning objectives: Student: 1. is able to use basic quality tools. 2. can solve basic but also more complex problems in the company using relevant tools. 3. can work systematically and apply individual methods in partial quality management processes. 4. is able to think critically and apply the acquired knowledge in companies from different sectors.	
Brief outline of the course: General classification of methods. Structure of quality management methods. Tools and techniques. Supplementary methods. Decision-making methods. Seven basic quality tools. Creative methods. Planning methods. Comparative methods. Risk management methods. Analytical-synthetic methods. Problem solving approaches.	
Recommended literature: 1) MADZÍK, P. 2017. Nástroje systematického riešenia problémov. Ružomberok : Vydavateľstvo VERBUM, 2017. 157 s. ISBN 978-80-561-0478-1. 2) TEREK, M. 2004. Štatistické riadenie kvality. Bratislava : Wolters Kluwer, 2004. 234 s. ISBN 8089047971.	
Language of instruction: Slovak	
Notes:student time load: 120 hours: Combined study: 26 h. Self-study: 46 h. Case studies: 50 h.	

Course assessment

The final number of assessed students: 32

A	B	C	D	E	FX(0)	FX(1)
53.13	15.63	9.38	9.38	12.5	0.0	0.0

Instructor: doc. Ing. Denisa Malá, PhD.**Last changed:** 26.10.2022**Approved by:** prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MR	Course name: Risk Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: written test (50 points) including topics of the first half of the semester b) final assessment: written test (50 points) including topics of the second half of the semester Student must obtain at least 65 points in total for both tests to pass the course. In a case of failing the exam, student takes a resit written test (0 - 100 points) including all topics. To successfully complete the course, the student must obtain at least 65 points from the resit test.	
Learning objectives: After completion of the course, the student: <ol style="list-style-type: none"> 1. uses the acquired knowledge to evaluate the importance of risk in an enterprise, 2. is able to analyse risk in an enterprise (identify and assess the importance of risk factors), 3. applies quantitative and qualitative methods of measuring risk, 4. evaluates the results of measuring risk, and chooses suitable methods for making decisions in uncertain conditions and/or risk, 5. proposes measures oriented on prevention of risk as well as reduction of the impact of risk, 6. suggests system of monitoring the effectiveness of measures taken to eliminate risk in an enterprise. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Risk and its place in entrepreneurship. Characteristic of risk, model and life cycle of risk. 2. Clear and entrepreneurial risks. Systematic and unsystematic risks. 3. History, goals and tools of risk management. 4. Methods of risk identification. Methods of risk prioritization. 5. Methods of risk measuring. 6. Managerial decision-making in uncertainty and risk. 7. Methods of risk elimination. Crisis management of enterprise. 	
Recommended literature: <ol style="list-style-type: none"> 1. HUDÁKOVÁ, M. 2019. Manažment rizík malých a stredných podnikov. Žilina : EDIS, 2019. ISBN 9788055415185 2. MIKUŠOVÁ, M. 2015. Krizový management pro malé a střední podniky. Bratislava : Wolters Kluwer. 2015. ISBN 978-80-8168-106-6. 	

3. ČEJKOVÁ, V., MARTINOVIČOVÁ, D. 2014. Poistenie rizík malých a stredných podnikoch. Bratislava : Wolters Kluwer, 2014. ISBN 978-80-8078-672-4.
4. HNILICA, J., FOTR, J. 2014. Aplikovaná analýza rizika ve finančním managementu a investičním rozhodování. Bratislava : Grada, 2014. ISBN 9788024751047.
5. BUGANOVÁ, K., HUDÁKOVÁ, M. 2012. Manažment rizika v podniku. Žilina : EDIS, 2012. ISBN 9788055404592.
6. VARCHOLOVÁ, T., DUBOVICKÁ, L. 2008. Nový manažment rizika. Bratislava : Iura Edition, 2008, 193 s. ISBN 978-80-8078-191-0.

Language of instruction:

Slovak

Notes:student time load:

150 hours

Combined form (Lecture, Seminar): 39 hours

Self-study of literature: 76 hours

Case studies and practical tasks: 35 hours

Course assessment

The final number of assessed students: 47

A	B	C	D	E	FX(0)	FX(1)
10.64	6.38	25.53	19.15	29.79	4.26	4.26

Instructor: Ing. Ladislav Klement, PhD., doc. Ing. Miroslava Vinczeová, PhD.

Last changed: 01.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_MarSI	Course name: Service Marketing
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: preparation and presentation of semester work, focusing on the application of the marketing mix in services: from 0 to 30 points, ongoing work in groups to solve case studies in services - case studies: 0-20 points b) final assessment: written exam: 0-50 points	
Learning objectives: After completion of the course, the student can: <ol style="list-style-type: none"> 1. understand the nature and importance of services in the economy and is able to define the specifics of marketing services, 2. apply their knowledge in marketing services to resolve problems in the case study and communication skills during its presentation, 3. develop a draft alternative uses of marketing mix elements in the term paper and assess their suitability with respect to the new trends in this area, 4. measure the level of service quality, 5. evaluate their knowledge and experience compared to real use in business practice 6. demonstrate the ability of a team, creatively and systematically work on assigned tasks. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Theoretical definition of services, their importance in the current economy. Basic characteristics of services and their specifications. 2. Economic substance of services. Differences in marketing of products and services. 3. Classification of services. Factors affecting the production and sale of services. 4. Purchase decisions in services. 5. Quality of service and customer satisfaction, its meaning and measurement. 6. Particular features of elements of the extended marketing mix in services - product, price, place, promotion, people, culture, processes. 7. Specificities of non-profit marketing as a specific marketing services. 8. New trends in marketing services. 	
Recommended literature:	

1. ORESKÝ, M. a kol. 2016. Aplikovaný marketing. Bratislava: Wolters Kluwer, 2016. ISBN 978-80-8168-382-4.
2. MUSOVÁ, Z. 2019. Marketing finančných služieb. CD. Banská Bystrica: Belianum, Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2019. 108 s. ISBN 978-80-557-1669-5.
3. ŠTARCHOŇ, P. 2018. Bankový marketing. Wolters Kluwer, 2018. 120 s. ISBN 978-80-7552-948-0.
4. JADERNÁ, E., VOLFOVÁ, H. 2021. Moderní retail marketing. Praha: Grada Publishing, 2021. ISBN 978-80-271-1384-2
5. JESENSKÝ, D. a kol. 2017. Marketingová komunikace v místě prodeje. Praha: Grada Publishing, 2017. ISBN 978-80-271-0252-5.
6. KARLÍČEK, M. a kol. 2016. Marketingová komunikace. Jak komunikovat na našem trhu. Praha: Grada Publishing: 2016. ISBN 978-80-247-5769-8.
7. VAŠTÍKOVÁ M., 2014. Marketing služeb. Efektivně a moderně. Praha : Grada, 2014. 272s., ISBN 978-80-24750-37-8.
8. CIBÁKOVÁ, V., CIBÁK, L., RÓZSA, Z. 2014. Marketing služieb. Trenčín: IAM, 2014. ISBN 978-80-89600-22-9.
9. ĎAĎO, J. , PETROVIČOVÁ, J., KOSTKOVÁ, M., 2006. Marketing služieb. Bratislava: Epos, 2006. ISBN 80-8057-662-9.
10. MATEIDES, A., ĎAĎO, J., 2002. Služby. Bratislava: Epos, 2002. ISBN 80-8057-452-9.
11. RAHMAN, M. S., ZAMAN, M. H., HOSSAIN, M. A. 2018. Service marketing. Strategies for Small and Medium Enterprises. IGI Global, 2018. ISBN 9781522578918.
12. ZEITHAML, V. A. 2019. Service Marketing: Integrating Customer Focus Across the Firm. McGraw-Hill Education – Europe. 2019. ISBN 9780078112102.
13. BREWER, E.C., Holmes, T.L. 2021. Better Customer Service. Simple Rules You Can Apply Today. Taylor & Francis, Ltd., 2021. ISBN 978-0367757-335.

Language of instruction:

Slovak

Notes: student time load:

150 h

Combined form (Lecture, Seminar, Consultation): 39

self-study: 50

preparation of the project: 31

seminar paper: 30

Course assessment

The final number of assessed students: 58

A	B	C	D	E	FX(0)	FX(1)
87.93	12.07	0.0	0.0	0.0	0.0	0.0

Instructor: prof. Ing. Zdenka Musová, PhD., Ing. Filip Smutný, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SLF1	Course name: Slovak for Foreigners 1
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
Learning objectives: The course is designed for total beginners starting to learn Slovak for the first time. It is the first part of the Slovak Language course at A1 level of CEFR (Common European Framework for Languages). Contents: Greetings, countries, nationalities. Introduction and meeting people. Basic numerals. Telling time, daily routines. Grammar – personal pronouns, nouns and gender, verbs of categories I-IV and their conjugation, prepositions of time, modal verbs. Slovakia in an intercultural context – habits, traditions, arts.	
Brief outline of the course: The course is designed for total beginners starting to learn Slovak for the first time. It is the first part of the Slovak Language course at A1 level of CEFR (Common European Framework for Languages). Contents: Greetings, countries, nationalities. Introduction and meeting people. Basic numerals. Telling time, daily routines. Grammar – personal pronouns, nouns and gender, verbs of categories I-IV and their conjugation, prepositions of time, modal verbs. Slovakia in an intercultural context – habits, traditions, arts.	
Recommended literature: 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
Language of instruction: English	
Notes:student time load: 120 hours combined study (L, S, C): 26 self-study: 54 assignments: 40	

Course assessment

The final number of assessed students: 30

A	B	C	D	E	FX(0)	FX(1)
66.67	0.0	0.0	0.0	0.0	33.33	0.0

Instructor: Mgr. Petra Strnádová, PhD.**Last changed:** 07.06.2022**Approved by:** prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SLF2	Course name: Slovak for Foreigners 2
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
Learning objectives: Student can: <ol style="list-style-type: none"> 1. provide basic information about the city/village of their residence 2. describe their university 3. explain the ways of shopping 4. express the differences between the means of transport 5. present typical local meals 6. know and respect cultural specific features of the countries in an international environment 	
Brief outline of the course: The course is designed for the students who wish to continue at the beginner's level. It is the second part of the Slovak Language course for beginners at A1 level of CEFR (Common European Framework for Languages). Contents: House/apartment interior. Orientation in a city and at the university. Shopping. Travelling and means of transport. Eating out – restaurant menu, names and preparation of meals. Grammar – other categories of verbs and their conjugation, nouns and their declension, adjectives and prepositions of place. Slovakia in an intercultural context – habits, traditions, arts.	
Recommended literature: 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
Language of instruction: English	
Notes:student time load: 120 hours combined study (L, S, C): 26 self-study: 54 assignments: 40	

Course assessment						
The final number of assessed students: 9						
A	B	C	D	E	FX(0)	FX(1)
66.67	0.0	0.0	0.0	0.0	33.33	0.0
Instructor: Mgr. Petra Strnádová, PhD.						
Last changed: 07.06.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SLF3	Course name: Slovak for Foreigners 3
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
Learning objectives: Student can: 1. provide basic information about Slovakia 2. describe travelling by train and by plane 3. explain the health problem at the doctor's 4. express the differences between means of transport 5. present typical leisure activities in the form of presentation 6. know and respect cultural specificities of countries in an international environment	
Brief outline of the course: This course is designed for students who already have the basics of the Slovak language. It is the first part of the Slovak language course at A2 level of the Common European Framework of Reference for Languages (CEFR). Contents: Basic information about Slovak life and culture. Favourite leisure activities. Travelling and means of transport – the railway station and the airport. Human body and the visit at the doctor. Grammar – verb categories and their conjugation, nouns and their declension, possessive pronouns, adverbs and comparison, conditional clauses. Slovakia in an intercultural context - Christmas customs and traditions in Slovakia and other countries.	
Recommended literature: 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
Language of instruction: English	
Notes:student time load: 120 hours combined study (L, S, C): 26 self-study: 54	

assignments: 40						
Course assessment						
The final number of assessed students: 1						
A	B	C	D	E	FX(0)	FX(1)
100.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: Mgr. Dagmar Škvareninová, PhD.						
Last changed: 07.06.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SLF4	Course name: Slovak for Foreigners 4
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
Learning objectives: Student can: <ol style="list-style-type: none"> 1. provide basic information about Slovak tourist destinations 2. describe family and family relations 3. explain principles of phone calls and correspondence 4. present popular summer festivals in the form of presentation 5. distinguish between male and female roles 6. know and respect cultural specific features of countries in an international environment 	
Brief outline of the course: This course is designed for students who already have the basics of the Slovak language. It is the second part of the Slovak language course at A2 level of the Common European Framework of Reference for Languages (CEFR). The following topics are covered: Principles of phone calls and correspondence. Trip around Slovakia – popular tourist destinations. Weather and the summer festival season. Family and family relations. Grammar – imperative, indirect speech, future tense, time clauses, conditional clauses, and passive structures. Slovakia in an intercultural context – relations between men and women in Slovak culture.	
Recommended literature: 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
Language of instruction: English	
Notes:student time load: 120 hours combined study (L, S, C): 26 self-study: 54	

assignments: 40						
Course assessment						
The final number of assessed students: 3						
A	B	C	D	E	FX(0)	FX(1)
100.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: Mgr. Dagmar Škvareninová, PhD.						
Last changed: 07.06.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SZP	Course name: Socially Responsible Business
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 / 26 Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: seminar paper and its presentation: 0-30 points active participation during seminars, discussions, solving of case studies, tasks, participation in research activities: 0 – 10 points b) final assessment: written exam: 0-60 points	
Learning objectives: After completion of the course, the student: <ol style="list-style-type: none"> 1. can search for, process and analyze information about responsible and ethical behavior or enterprises from different sources, 2. is able to plan, carry out and evaluate specific responsible activities in the economic, social, and environmental areas, in relation to all stakeholders, 3. applies principles of socially responsible business and ethics in corporate practice, 4. critically assesses benefits and risks resulting from responsible behavior of enterprises, 5. evaluates different business activities from the point of view of responsibility, ethics and morals, 6. creates a plan of implementation of ethical tools/socially responsible activities into practice 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Corporate social responsibility – defining basic and related terms. Benefits and risks. Stakeholders. Development of CSR in the world and Slovakia. 2. Pillars of CSR. Economic aspects. 3. Environmental aspects. 4. Social aspects (internal, external). 5. Identification of corporate problems and linked to individual aspects of CSR. 6. Implementation of CSR concept into corporate practice. 7. Communication of CSR strategy. Perspectives of responsible business (diversity management, work-life balance, socially responsible marketing, circular economy) 8. Basic principles of business ethics (PE). 9. Decision-making, model of moral development of a company. Moral rights of an employee and employer. 	

10. Managerial ethics. Ethics in human resources management. Emotional intelligence. Corporate culture.
11. Institutionalization of ethics in an enterprise. Forms of institutionalization.
12. Code of ethics. Characteristics, creation, and implementation.
13. Ethical problems in business. Mobbing, Corruption. Discrimination. Whistleblowing.

Recommended literature:

1. MUSOVÁ, Z., 2020. Vnímanie zodpovedných marketingových aktivít spotrebiteľmi. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2020. 136 s. ISBN 978-80-557-1678-7.
2. MUSOVÁ, Z. (Ed.) 2018. Vplyv inovatívnych marketingových koncepcií na správanie vybraných trhových subjektov na Slovensku II. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2018. 280 s. ISBN 978-80-557-1452-3.
3. MUSOVÁ, Z., 2013. Spoločenská zodpovednosť v marketingovej praxi podnikov. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta v Banskej Bystrici, 2013. 228 s. ISBN 978-80-557-0516-3.
4. TETŘEVOVÁ, L. a kol. 2017. Společenská odpovědnost firem společensky citlivých odvětví. Praha: Grada Publishing, 2017. 224 s. ISBN 978-80-271-0285-3.
5. BAČUVČÍK, R., HARANTOVÁ, L. 2016. Sociální marketing. Zlín: VeRBuM, 2016. 256 s. ISBN 978-80-87500-80-4.
6. McELHANEY, K. 2011. Dobrý biznis. Bratislava : Eastone Books, 2011. ISBN 978-80-8109-193-3.
7. PAVLÍK, M., BĚLČÍK, M. 2010. Společenská odpovědnost organizace. Praha: Grada Publishing, 2010. 176 s. ISBN 978-80-247-3157-5.
8. WIESMETH, H. 2020. Implementing the Circular Economy for Sustainable Development. Elsevier, 2020. ISBN 978-0-12-821798-6.
9. ALTINBASAK-FARINA, I., BURNAZ, S. 2019. Ethics, Social Responsibility and Sustainability in Marketing. Springer, 2019. ISBN 978-981-13-7926-0.
10. OTTMAN, J. 2017. The New Rules of Green Marketing. Strategies, Tools, and Inspiration for Sustainable Branding. London: Routledge, 2017. 272 s. ISBN 9781351278683.
11. BLOWFIELD, M, MURRAY, A. 2011. Corporate Responsibility. New York: Oxford University Press, 2011. ISBN 978-0-19-958107-8.
12. SANDEL, M. 2020. Jak trhy vytlačují morálku. Praha : Filosofia, 2020. 101 s. ISBN 978-80-700-764-39.
13. REMIŠOVÁ, A. 2017. Vademékum podnikateľskej etiky. Bratislava: Sprint dva, 2017. ISBN 978-80-897-103-24.
14. PUTNOVÁ, A., SEKNIČKA, A. 2016. Etika v podnikání a hodnoty trhu. Praha: Grada Publishing, 2016. 199 s. ISBN 978-80-247-554-8.
15. BOWLES, C. 2021. Etika budoucnosti. Praha : Academia, 2021. 248 s. ISBN 9788020031969.
16. MINÁROVÁ, M. 2014. Emocionálna inteligencia ako súčasť kompetentnosti manažéra. Banská Bystrica : Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici, 2014. 144 s. ISBN 978-80-557-0755-6.

Language of instruction:

Slovak

Notes:student time load:

180 hours, from those:

Combined form (Lecture, Seminar, Consultation): 52 h.

Self-study: 68 h.

Preparation of the seminar paper: 35 h. Collection of data: 15 h. Presentation of results: 10 h.						
Course assessment The final number of assessed students: 217						
A	B	C	D	E	FX(0)	FX(1)
35.94	25.35	22.58	7.83	3.69	4.15	0.46
Instructor: prof. Ing. Zdenka Musová, PhD., doc. Ing. Martina Minářová, PhD., Ing. Filip Smutný, PhD., Ing. Zlatica Fulajtárová						
Last changed: 02.03.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SPSYVYCV	Course name: Socio-Psychological Training
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Active participation and attendance at training. Attendance at seminars is compulsory, if a student is absent from more than 4 seminars, a substitute will be assigned by the instructor. b) final assessment: final assessment - written test 100 points	
Learning objectives: Student : <ul style="list-style-type: none"> - Improves his/her awareness about meaning social intelligence and social-psychology skills - Gets to know with nature and wayshow to gain selected social-psychology skills - Improves his/her selfknowledge and he/she will be abel to formulate his/her strengths and weaknesses and he/she will be readyto plan his/her personal development - Gains basic experience with emphaty, social perception, conflict solution, oranzation cooperation, work in team. - Except for basic communicarion skills he/she gains skillsm with other soft skuills and its practical using. 	
Brief outline of the course: Man in social environment. Social intelgence and social-psychological skills. Self-knowledge. Social perception. Emphaty, Social interactions in group. Cooperation. Conflict and its solution. Social communication . Assertiveness. Psycho-hygiene and coping difficult situation.	
Recommended literature: <ol style="list-style-type: none"> 1. GRUBER, D.. 2005. Zlatá kniha komunikace. 1. vyd. Ostrava : Repronis Ostrava, 2005. 249 s. ISBN 80-7329-092-8. 2. HERMOCHOVÁ.S.: 2004. Hry pro dospělé. Praha. Grada, 2004, 629 s. ISBN 8024708175. 3. HONZÁK, R. – NOVOTNÁ, V. 2006. Jak se asertivně prosadit. 1. vyd. Praha : Grada Publishing, a.s., 2006. 179 s. ISBN 80-247-1226-1. 4. JAROŠOVÁ, E. VACULÍK, M. a SMUTNÝ, P. 2013 . Psychologie efektivního leadershipu. Praha: Grada, 2013. 152 s. Psyché. ISBN 978-80-247-4646 5. KRATOCHVÍL, S.2007 Příběhy terapeutických skupin. Praha: Triton. 2007 	

6. KOMÁRKOVÁ, R., SLAMĚNÍK, I., VÝROST, J. 2001. Aplikovaná sociální psychologie III. Sociálně psychologický výcvik. Praha: Grada.2001
7. KOLÁŘIK, M..2013 Interakční psychologický výcvik. Brno: Grada Publishing. 2013
8. KŘIŽ P. 2005. Kdo jsem, jaký jsem. Kladno: AISIS. 2005
9. ORAVCOVÁ, J. 2002. Sociálna psychológia. Banská Bystrica FHV UMB. 2002 ISBN 80-8055-980-5
10. ŘEZÁČ, J. Sociální psychologie. Brno: Paido. 1998. 268 s. ISBN 80-85931-48-6.

Language of instruction:

slovak

Notes:student time load:

120 hours, from which:
 combined studies (P, S, K): 26 hours
 self-study: 60 hours
 preparation of project: 43 hours

Course assessment

The final number of assessed students: 159

A	B	C	D	E	FX(0)	FX(1)
38.36	40.25	16.98	3.77	0.63	0.0	0.0

Instructor: PhDr. Andrea Seberíni, PhD., doc. PhDr. Miriam Martinkovičová, PhD., PhDr. Marian Kika, PhD.

Last changed: 13.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SMan	Course name: Strategic Management
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: continuous work on assigned tasks during seminars: 0 - 20 points, participation in research (data collection): 0 - 10 points, continuous test 0 - 20 points. b) final assessment: written test: 0 - 50 points The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment.	
Learning objectives: Student <ol style="list-style-type: none"> 1. understands the process of strategy creation, principles of its implementation, including ways and forms of strategic control, 2. knows methods and techniques of external and internal environment analysis, 3. formulates strategic objectives and chooses optimal strategy, 4. is familiar with strategic thinking and the ability to integrate knowledge from other functional areas, 5. confronts theory and practice and based on critical thinking proposes own solutions, 6. demonstrates the ability to work in team, clearly present own opinions supported with strong arguments. 	
Brief outline of the course:	
Recommended literature: PAPULA, J., PAPULOVÁ, Z. , PAPULA, J. 2019. Strategický manažment. Aktuálny koncept pre rýchlo sa približujúcu budúcnosť. Bratislava : Wolters Kluwer, 2019. 320 s. ISBN 978-80-759-853-54. TREBUŇA, P. 2019. Podnikové stratégie. Košice : Elfa, 2019. 170 s. ISBN 978-80-553-278-9. HAVEL & PARTNERS. 2018. O stratégii. 10 najlepších príspevků z Harvard Business Review. Praha : Management Press, 2018. 288 s. ISBN 978-80-726-155-51.	

PAPULA, J., PAPULOVÁ, E., PAPULA, J., PAPULOVÁ, Z. 2017. Podnikanie a manažment. Korene, podstata, súvislosti a trendy. Bratislava : Wolters Kluwer, 2017. 318 s. ISBN 978-80-755-257-96.
 PILÁŘOVÁ, I. 2016. Leadership & management a development. Role, úlohy a kompetence managerů a lídrů. Praha : Grada, 2016. 168 s. ISBN 9788024757216.
 MINÁROVÁ, M., MALÁ, D. 2011. Strategický manažment. Banská Bystrica : EF UMB, 2011. 166 s. ISBN 978-80-557-0245-2.

Language of instruction:

Slovak

Notes: student time load:

150 hours, within that:

Combined study: 39

Self-study: 54

Partial tasks: 24

Final project preparation: 23

Data collection: 10

Course assessment

The final number of assessed students: 216

A	B	C	D	E	FX(0)	FX(1)
5.56	17.59	35.19	18.98	19.91	2.31	0.46

Instructor: doc. Ing. Martina Minárová, PhD., prof. Ing. Zdenka Musová, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_SMar	Course name: Strategic Marketing
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: group project applied in practice and its final presentation (30 points), continuous work on partial tasks assigned and solved during semester (30 points) b) final assessment: Final test: 0-40 points Number of points achieved for continuous and final evaluation is 100. It refers to a rating classification scale. Credits are assigned to students that obtained at least 65 points out of 100 for fulfillment of all duties within the course. Within resit examination, student repeats that part(s) of the assessment (test or project) in which he/she gained lowest number of points, to achieve the final sum of at least 65 points.	
Learning objectives: Student Understands marketing strategy development process in the context of corporate strategy Masters methods, tools and technics of the marketing analysis of external and internal business environment On the basis of the analysis results is able to formulate marketing objectives and choose relevant marketing strategy for the business Knows principles of implementation and organization of marketing activities and distinguishes means and types of marketing control, marketing controlling and marketing audit Can create a marketing plan of the business Adopts strategic and market-oriented thinking and ability to interconnect and co-ordinate marketing function with other business functions Confronts theoretical backgrounds with the situation in business practice and on the basis of critical evaluation suggests own solutions Demonstrates abilities of team-work and comprehensible presentation of own viewpoint supported by strong arguments	
Brief outline of the course: 1. Definition and importance of strategic marketing and its place in the process of strategic planning, interfunctional co-ordination of marketing activities. 2. Market-oriented business and its performance (behavioural and cultural approach).	

3. Creation of the value for the customer, value analysis. Proces of marketing strategy development, marketing planning and marketing plan, its stages and strategic proceses: strategic marketing analysis of external and internal environment in connection with marketing information system
4. STP as a core of strategic marketing: segmentation principles and strategies, target market choice, differentiation factors, USP (unique selling proposition), positioning and preference maps.
5. New product development process, its importance, barriers and stages (from generation of new ideas to commercialisation, adaptation process of consumers, AIDA and STDC models
Lateral vs. vertical thinking, E.D. Bono 6 thinking hats, lateral marketing principles, examples of worldwide successful lateral marketing based products, blue oceans strategies.
6. Strategic brand management (original vs. private brands), strategies of Slovak brands and consumer ethnocentrism
7. Classification of various approaches towards marketing strategies: Ansoff, Kotler, Porter, Gilbert-Strebel, product portfolio strategies (PLC, BCG), functional marketing strategies.
8. Organization of marketing activities, position of marketing in organizational structure, criteria of marketing department organization, conflicts between marketing and other departments
9. Feedback and measurement of marketing activities: marketing control, marketing controlling and marketing audit, its similarities, differences and ways of realization
10. New trends in strategic marketing, their benefits and limits: tools of digital marketing strategy, application of biometric technologies and artificial intelligence in marketing of businesses

Recommended literature:

1. ĎAĎO, J. – TÁBORECKÁ-PETROVIČOVÁ, J. - NAGYOVÁ, E. – ZAJKOVÁ, D. 2017. Etnocentricky zamerané marketingové stratégie 1. vyd. Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 245 s. - ISBN 978-80-557-1203-1.
 2. SABOLOVÁ, A. - KACERA, N. - NAGYOVÁ, P. 2021. Marketing v praxi. Levosphere, 2021. 190s. ISBN 9788097392901
 3. KUMAR, N. 2008. Marketing jako strategie vedoucí k úspěchu, Praha: Management, 2008, ISBN 978-80-247-2439-3
 4. PRAHALAT, C.K. – RAMASWAMY, V. 2005. Budoucnost konkurence. Spoluvytváření jedinečné hodnoty se zákazníkem. Management Press: Praha, 2005, ISBN 80-7261-126-7
 5. KIM, W.CH. – MAUBORGNE, R. 2005. Strategie modrého oceánu. Praha: Management Press, 2005, ISBN 80-7261-128-3
 6. KOTLER, P. - de BES, F. T. 2004. Inovativní marketing: Jak kreativním myšlením vítězit u zákazníků. Praha: Grada Publishing, 2004. 200 s. ISBN 802470921X.
 7. TÁBORECKÁ-PETROVIČOVÁ, J. 2011. Modely spotrebiteľského správania sociálnych tried pri tvorbe marketingovej stratégie, Bratislava: Iura Edition, 2011. ISBN 978-80-8078-398-3.
 8. ĎAĎO, J. – TÁBORECKÁ-PETROVIČOVÁ, J. 2013. Marketing Strategies. Banská Bystrica: Matej Bel University, 2013, ISBN 978-80-557-0555-2.
 9. KOLEKTÍV AUTOROV 2014. Online marketing: Současné trendy očima předních expertů. Computer Press: 2014. 216 s. ISBN 9788025141557
 10. VLČEK, R. 2002. Hodnota pro zákazníka. Praha: Management Press, 2002. 443s. ISBN 80-7261-068-6
- Doplňkové zdroje na štúdium:
11. ŠÁLYOVÁ, S. - TÁBORECKÁ-PETROVIČOVÁ, J. - NEDELOVÁ, G. - ĎAĎO, J. 2015. Effect of marketing orientation on business performance: a study from Slovak foodstuff industry. In: Procedia economics and finance : 9th international scientific conference "Business economics and management 2015 BEM 2015, October 15-16, 2015, Zvolen, Slovakia. - Amsterdam : Elsevier, 2015. - ISSN 2212-5671. - Vol. 34 (2015), pp. 622-629.
 12. TÁBORECKÁ, J. - ĎAĎO, J. - BUDINSKÝ, M. 2021. Hidden Champions in Dynamically Changing Societies: The Case of Slovakia, In: Eds. Braček - Lalic, A. - Purg, D. 2021. Hidden

champions in Dynamically Changing Societies: Critical Success Factors for Market Leadership. Switzerland: Springer. ISBN 978-3-030-65450-4, p. 407-429.

Language of instruction:

Slovak

Notes:student time load:

150 hours, within those:

Combined study (L, S, C): 39

Self-study: 51

Preparation for partial tasks: 20

Writing the final project: 30

Field research activities, collecting information in business: 10

Course assessment

The final number of assessed students: 154

A	B	C	D	E	FX(0)	FX(1)
8.44	20.78	34.42	20.78	13.64	1.95	0.0

Instructor: doc. Ing. Janka Táborecká, PhD.

Last changed: 03.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_ŠVA_ING	Course name: Student Scientific Conference
Type, extent and method of instruction: Form of instruction: Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions:	
Learning objectives:	
Brief outline of the course:	
Recommended literature:	
Language of instruction:	
Notes:student time load:	
Course assessment The final number of assessed students: 0	
abs	n
0.0	0.0
Instructor: Ing. Mária Kanderová, PhD.	
Last changed:	
Approved by: prof. Ing. Zdenka Musová, PhD.	

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_DPS	Course name: Tax and Tax Policy
Type, extent and method of instruction: Form of instruction: Lecture / Seminar Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 13 / 26 Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active in-class participation: 10 points b) final assessment: Points for continuous and final assessment are counted up and an overall assessment of the student's success represents a percentage in accordance with the grading scale of the six degrees of classification, minimum 65 points out of 100 maximum evaluation points. written exam: theoretical part - 30 points written exam: practical part 60 - points	
Learning objectives: The student <ol style="list-style-type: none"> 1. will use the acquired theoretical-legislative knowledge concerning the procedural and substantive standards for the taxation of an entrepreneur and legal entity in the Slovak Republic, 2. in compliance with the valid tax system is able to determine the formation and termination of tax liability, determine the tax base, tax rate and the amount of tax for taxpayers and payers of direct and indirect taxes, 3. applies legislated possibilities of tax exemption and verifies critically their (dis) advantage for taxpayers under different aspects, 4. will consider alternative options for charging procedures in order to optimize the amount of taxes paid and advances in regard with corporate entities in the Slovak Republic as well as in the European tax area, 5. evaluates established administrative procedures regarding the proper information flow as well as the established information system in the enterprise, but also under the aspect of future (expected) changes in the conditions of taxation, and by means of scenarios quantifies the potential impact of these changes on the economic effects of the business, 6. creates prerequisites for the proper fulfillment of tax obligations in terms of registration, reporting obligations, territorial jurisdiction of taxpayers, tax reporting and tax duty. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. Introduction to the tax issues (Importance of taxes and basic tax terms). 2. Financial administration of taxation, tax authorities and international cooperation in the tax area. 	

3. Common characteristics of direct taxes and their structure. Local taxes and motor vehicle tax – on the theoretical and practical base.
4. Income tax of private and legal entities – on the theoretical and practical base.
5. Common characteristics of excise duties, including European tax harmonization.
6. Selective excise duties – on the theoretical and practical base.
7. Comparative analysis of future (expected) changes in the tax system of the Slovak Republic and the tax policy of the European Union.

Recommended literature:

1. SCHULTZOVÁ, A. a kol. 2021. Daňovníctvo. Bratislava : Wolters Kluwer SR, s. r. o., 2021. ISBN 978-80-7552-509-3.
2. HNÁTEK, M. 2020. Daňové a nedaňové náklady. Praha : Grada Publishing, a. s., 2020. ISBN 978-80-907398-2-6.
3. Platné zákony a iné právne normy upravujúce daňovú sústavu Slovenskej republiky a záväzné Smernice Európskej únie upravujúce daňovú problematiku.
4. DOBŠOVIČ, D. 2021. Tabuľky a informácie pre dane a podnikanie 2021. Bratislava : Wolters Kluwer SR, s. r. o. ISBN: 978-80-571-0316-5.
5. BUJŇANSKÝ, J. 2017. Dane podnikateľských subjektov. Nitra : SPÚ, 2017. ISBN 978-80-552-1670-6.
6. SOBOTOVIČOVÁ, S., JANOUŠKOVÁ, J. 2020 Specifics of Real Estate Taxation in the Czech and Slovak Republics, 2020. Internationale Advances in Economic Research. SPRINGER US, Zväzok 26(3). ISSN 1083-0898.

Language of instruction:

Slovak

Notes:student time load:

150 hours, out of which:
 Combined study (P, S, K): 39 hours (1/2)
 Self-study: 58
 Updating of information, working with legislation: 33
 Preparation and completion of forms 20

Course assessment

The final number of assessed students: 150

A	B	C	D	E	FX(0)	FX(1)
18.0	22.0	18.0	14.67	22.67	2.0	2.67

Instructor: doc. Ing. Miroslava Vinczeová, PhD., Ing. Ladislav Klement, PhD., Ing. Vladimíra Klementová, PhD., doc. Ing. Ľuboš Elexa, PhD.

Last changed: 02.03.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: 2d-vdsl-02	Course name: The Great Works in World Literature II
Type, extent and method of instruction: Form of instruction: Lecture Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 3	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: The student prepares an essay in which he/she takes a position on the issue discussed. The final assessment is passed/failed.	
Learning objectives: 1. The student will obtain an adequate overview of the origin and functioning of selected representative literary works from several civilizational and cultural areas from medieval literature to contemporary literature; will improve in professional terminology. 2. The student will acquire the specific interpretation skills necessary when working with a literary text anchored in a radically different cultural environment, thereby strengthening tolerance towards cultural differences and the will to respect the right to be different. 3. The student is able to conduct research on the assigned topic, can identify reliable sources, select relevant information from them and present it to others in a clear and useful form. 4. The student will acquire an organized sum of knowledge and a more widely applicable set of useful habits, methods, approaches, competences applicable in the interpretation of literary and non-literary texts or other cultural phenomena from various cultural periods.	
Brief outline of the course: Some of the greatest works of the European literature from the Middle Ages to the present day will be presented. It will be a selective selection of the presentation of literary worlds and the values they created. The Divine Comedy as the main work of the Middle Ages or the Renaissance? The Middle Ages as the "cradle" of European culture and education. Testaments enfant terrible. The spiciness of the Decameron and Laura's ephemerality. From Shakespeare to French classical drama. Playwrights and their (non)dramatic characters. Fairy tales that changed the world. Shock the bourgeois! Avant-gardes in world art. Literature as a place for women. On Freedom, Being and Apricot Cocktails: Existentialism in World Literature. Crazy for Life: The Beat Generation and Their Followers. Great works in small publishers.	
Recommended literature: 1. BURKE, Peter. Kulturní historie. Dokořán, 2011. 2. MACURA, V. a kol.: Slovník světových literárních děl. 3. PIŠŮT, M.: Dejiny svetovej literatúry (I., II.). 4. Malá encyklopédia spisovateľov sveta	

5. VANTUCH, A.: Dejiny francúzskej literatúry.
6. BAŠTÍN, Š.: Dejiny anglickej a americkej literatúry.
7. STROMŠÍK, J.: Od Grimmshausena k Dürenmattovi – Kapitoly z německé literatury.
8. CVRKAL, I.: Z dejín európskych literatúr 20. storočia.
9. CVRKAL, I.: Kapitoly z moderny, avantgardy a postmoderny.
10. NEZVAL, V.: Moderní básnické směry.
11. KASÁČ, Z.: Svetová literatúra 20. storočia.
12. Heslo Svetová literatúra, v: <http://hyperlexikon.sav.sk/sk/pojem/zobrazit///svetova-literatura>
13. <http://encyclopedia.thefreedictionary.com/Literature>

Language of instruction:

Slovak

Notes:student time load:

90 hours, of which 26 hours full-time, 64 hours self-study

Course assessment

The final number of assessed students: 1

abs	n	p	v
100.0	0.0	0.0	0.0

Instructor: PaedDr. Zuzana Bariaková, PhD., prof. PaedDr. Martin Golema, PhD., doc. Ivan Jančovič, PhD., Mgr. Martina Kubealaková, PhD., Mgr. Eva Pršová, PhD., doc. PaedDr. Jozef Tatár, PhD.

Last changed: 19.09.2023

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_TS-VKzM	Course name: Theory of Consumer Behaviour (in English)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: course work: 20 points b) final assessment: At the end of the semester, the student submits a course work from which he / she can obtain a maximum of 100 points. To successfully complete the course, he/she must obtain at least 65 points.	
Learning objectives: Student <ol style="list-style-type: none"> 1. is able to analyse consumer behaviour in the market for a particular product 2. uses econometric tools and models 3. applies them in terms of risk 4. knows evaluate the situation of consumer and predict his/her behaviour. 	
Brief outline of the course: Methods and tools of economic analysis. The theory of rational consumer choice. Consumers' preferences. Use of utility function. Indifference analysis, optimal consumer choice. Individual and market demand, elasticity of demand. Consumer choice under risk.	
Recommended literature: <ol style="list-style-type: none"> 1. VARIAN, H. R.: Intermediate Microeconomics: A Modern Approach, seven edition Publisher: W. W. Norton& Company (2004) ISBN-10: 0393926710 2. BERGSTROM, T. - VARIAN, H. R.: Intermediate Microeconomics: Workouts Publisher: W. W. Norton& Company (2006) ISBN-10: 0393928810 3. SLOMAN, J. Economics. Prentice Hall, 2006 4. EMERSON, P.M. 2019. Intermediate Microeconomics, Oregon State University, available on: https://open.umn.edu/opentextbooks/textbooks/956 	
Language of instruction: English	
Notes:student time load: 52 hours combined form of study (P, S, K): 26	

self-study: 26						
Course assessment						
The final number of assessed students: 0						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: doc. Ing. Mária Horehájová, PhD., Ing. Mariana Považanová, PhD.						
Last changed: 21.10.2022						
Approved by: prof. Ing. Zdenka Musová, PhD.						

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_CRvEU	Course name: Tourism in European Union
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: seminar paper and its presentation (0-50 points), b) final assessment: written test (0-50 points). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: Seminar paper and its presentation (0-50 points). b) final assessment: Written test (0-50 points).	
Learning objectives: Student: <ol style="list-style-type: none"> 1. apply acquired knowledge of professional subjects for organization and policy assessment, 2. is able to assess the work of European organizations in the development of tourism in the European Union, 3. analyzes trends in consumer behavior in the European Union and applies them to conditions of tourism development, 4. is able to explain the importance of cross-border cooperation in tourism. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. International organizations for the development of tourism in the European Union 2. Specificities of the development of tourism in the European Union. 3. The current state, trends and perspectives of tourism development in the European Union. 4. Preferences of European tourism stakeholders and trends in consumer behavior. 5. Cross-border cooperation in tourism in the European Union. 6. Organization and tourism policy in Northern Europe. 7. Organization and tourism policy in Western Europe. 8. Organization and tourism policy in Central Europe. 9. Organization and tourism policy in Southern Europe. 10. Organization and tourism policy in Eastern Europe. 	
Recommended literature:	

1. PALATKOVÁ, M. 2014. Mezinárodní turismus. Praha : Grada Publishing. 2014, 256 s. ISBN 978-80-247-4862-7.
2. COSTA, C., PANYIK, E., BUHALIS, D. 2014. European Tourism Planning and Organisation Systems. London : Channel View Publications. 2014, 468 s. ISBN 978-1-84541-432-0.
3. COSTA, C., PANYIK, E., BUHALIS, D. 2013. Trends in European Planning and Organisation. London : Channel View Publications. 2013, 367 s. ISBN 978-1-84541-410-8.
4. European Commission. 2015. Eurobarometer - Survey on attitudes of European towards tourism.

Language of instruction:

Slovak.

Notes:student time load:

120 hours:

combined study (lectures, seminars consultations): 30

self-study: 38

preparation of case study: 52

Course assessment

The final number of assessed students: 58

A	B	C	D	E	FX(0)	FX(1)
100.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: doc. Ing. Andrej Malachovský, PhD.

Last changed: 07.06.2022

Approved by: prof. Ing. Zdenka Musová, PhD.

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: D_2_CRvEU-aj	Course name: Tourism in European Union (in English)
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: seminar paper and its presentation (0-50 points), b) final assessment: written test (0-50 points). The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. a) continuous assessment: Seminar paper and its presentation (0-50 points). b) final assessment: Written test (0-50 points).	
Learning objectives: Student: <ol style="list-style-type: none"> 1. apply acquired knowledge of professional subjects for organization and policy assessment, 2. is able to assess the work of European organizations in the development of tourism in the European Union, 3. analyzes trends in consumer behavior in the European Union and applies them to conditions of tourism development, 4. is able to explain the importance of cross-border cooperation in tourism. 	
Brief outline of the course: <ol style="list-style-type: none"> 1. International organizations for the development of tourism in the European Union 2. Specificities of the development of tourism in the European Union. 3. The current state, trends and perspectives of tourism development in the European Union. 4. Preferences of European tourism stakeholders and trends in consumer behavior. 5. Cross-border cooperation in tourism in the European Union. 6. Organization and tourism policy in Northern Europe. 7. Organization and tourism policy in Western Europe. 8. Organization and tourism policy in Central Europe. 9. Organization and tourism policy in Southern Europe. 10. Organization and tourism policy in Eastern Europe. 	
Recommended literature:	

<p>1. PALATKOVÁ, M. 2014. Mezinárodní turismus. Praha : Grada Publishing. 2014, 256 s. ISBN 978-80-247-4862-7.</p> <p>2. COSTA, C., PANYIK, E., BUHALIS, D. 2014. European Tourism Planning and Organisation Systems. London : Channel View Publications. 2014, 468 s. ISBN 978-1-84541-432-0.</p> <p>3. COSTA, C., PANYIK, E., BUHALIS, D. 2013. Trends in European Planning and Organisation. London : Channel View Publications. 2013, 367 s. ISBN 978-1-84541-410-8.</p> <p>4. European Commission. 2015. Eurobarometer - Survey on attitudes of European towards tourism.</p>						
<p>Language of instruction: English.</p>						
<p>Notes:student time load: 120 hours: combined study (lectures, seminars consultations): 30 self-study: 38 preparation of case study: 52</p>						
<p>Course assessment The final number of assessed students: 0</p>						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0
<p>Instructor: doc. Ing. Andrej Malachovský, PhD.</p>						
<p>Last changed: 07.06.2022</p>						
<p>Approved by: prof. Ing. Zdenka Musová, PhD.</p>						

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-FS1-003		Course name: Univerzitný folklórny súbor 1	
Type, extent and method of instruction:			
Form of instruction: Seminar			
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)			
Recommended number of periods: 26			
Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment			
The final number of assessed students: 10			
abs	n	p	v
100.0	0.0	0.0	0.0
Instructor: Mgr. art. Martin Urban, PhD.			
Last changed: 04.04.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-UKO1-003	Course name: Univerzitný komorný orchester 1		
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26 Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment The final number of assessed students: 1			
abs	n	p	v
100.0	0.0	0.0	0.0
Instructor: Mgr. Pavel Martinka, PhD.			
Last changed: 04.04.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica			
Faculty: The Faculty of Economics			
Code: 2d-SPZ1-003		Course name: Univerzitný spevácky zbor 1	
Type, extent and method of instruction:			
Form of instruction: Seminar			
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)			
Recommended number of periods: 26			
Method of study: combined			
Number of credits: 3			
Recommended semester/trimester: 1., 3.			
Level: II.			
Prerequisites:			
Course completion conditions:			
Learning objectives:			
Brief outline of the course:			
Recommended literature:			
Language of instruction:			
Notes:student time load:			
Course assessment			
The final number of assessed students: 2			
abs	n	p	v
100.0	0.0	0.0	0.0
Instructor: Mgr. Pavel Martinka, PhD.			
Last changed: 04.04.2023			
Approved by: prof. Ing. Zdenka Musová, PhD.			

Course Description

University: Matej Bel University in Banská Bystrica							
Faculty: The Faculty of Economics							
Code: 2d-VMG-513		Course name: Volunteer management					
Type, extent and method of instruction:							
Form of instruction: Seminar							
Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses)							
Recommended number of periods: 26							
Method of study: combined							
Number of credits: 3							
Recommended semester/trimester:							
Level: II.							
Prerequisites:							
Course completion conditions:							
Learning objectives:							
Brief outline of the course:							
Recommended literature:							
Language of instruction:							
Notes:student time load:							
Course assessment							
The final number of assessed students: 0							
A	B	C	D	E	FX(0)	FX(1)	n
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Instructor: doc. PhDr. Alžbeta Brozmanová Gregorová, PhD.							
Last changed: 08.09.2023							
Approved by: prof. Ing. Zdenka Musová, PhD.							