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Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: E_2_RHZ	Course name: Brand Value Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3., 5.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - b) final assessment: final written test: 0-50 points 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: 1. 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): 12 self-study: 70 preparation of the project: 58 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: Ing. Filip Smutný, 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: E_2_FPvMaSP	Course name: Business Planning in Small and Medium-Sized Enterprises
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 52s 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 For completing the course a student have to reach at least 65 % from total number of 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: 16
 self-study: 72 h.
 project preparation: 52 h.
 data collection and processing: 10 h.

Course assessment

The final number of assessed students: 45

A	B	C	D	E	FX(0)	FX(1)
8.89	20.0	37.78	17.78	15.56	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: E_2_PsZCR2	Course name: Case Studies in Tourism 2
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: 26s 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: 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: 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: 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: E_2_Kouč	Course name: Coaching
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: 26s 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: 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: 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: 26

A	B	C	D	E	FX(0)	FX(1)
88.46	7.69	3.85	0.0	0.0	0.0	0.0

Instructor: Ing. Jozef Ďurian, 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: E_2_Kontr	Course name: Controlling
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3., 5.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - b) final assessment: written test (0 - 100 points) from all topics Student must obtain at least 65 points from the final test to successfully complete 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): 12 hours

Self-study of literature: 81 hours

Individual solving of case studies and exercises: 57 hours

Course assessment

The final number of assessed students: 22

A	B	C	D	E	FX(0)	FX(1)
4.55	9.09	9.09	13.64	50.0	0.0	13.64

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: E_2_FEAP2	Course name: Corporate Financial and Economic Analysis 2
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Project presentation - 50 points b) final assessment: Final written test – 50 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), 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.	

6. Basics of Six Sigma as a strategy leading to the growth of productivity, performance and quality of production and provided services. Case studies.

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 hodín, z toho:

kombinované štúdium (P, S, K): 12

samoštúdium (štúdium odbornej literatúry): 72

spracovanie projektu: 55 h.

príprava a prezentácia projektu: 11 h.

Course assessment

The final number of assessed students: 16

A	B	C	D	E	FX(0)	FX(1)
56.25	37.5	0.0	0.0	6.25	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: E_2_PLog	Course name: Corporate Logistics
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 52s 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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): 16 h.(2/2)

Self-study: 100 h.

Collection of data : 28 h.

Preparation of the project: 36 h.

Course assessment

The final number of assessed students: 49

A	B	C	D	E	FX(0)	FX(1)
12.24	46.94	26.53	8.16	2.04	4.08	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: E_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: 26s 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: 16

A	B	C	D	E	FX(0)	FX(1)
87.5	6.25	0.0	0.0	0.0	6.25	0.0

Instructor: Ing. Katarína Sýkorová, PhD., prof. Ing. Anna Vaňová, PhD., doc. Ing. Katarína Vitálišová, PhD., doc. Ing. Kamila Borseková, 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: E_2_MVsZ	Course name: Customer Relationship Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Active participation in case studie, tasks and reasearch activities : 0 – 10 points b) final assessment: Preparation of semestral work: 0-30 points 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): 12

self-study: 60

seminar paper: 63

collection of data: 15

Course assessment

The final number of assessed students: 30

A	B	C	D	E	FX(0)	FX(1)
16.67	6.67	23.33	36.67	16.67	0.0	0.0

Instructor: prof. Ing. Zdenka Musová, PhD., doc. Ing. Martina Minářová, 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: E_2_DigMar	Course name: Digital Marketing
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3., 5.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active participation work on solving practical tasks during semester (0-60 points) b) final assessment: 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 najlepši 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. JANOUC, 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 9788025149591
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: 12

Self-study: 82

Preliminary tasks: 36

Collection, processing and analysis of data: 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: doc. Ing. Janka Tábořecká, 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: E_2_DS	Course name: Diploma Seminar
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26s Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 3., 5.	
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: 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: 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, 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:

120 hours

Combined study (Lectures, Seminar, Consultations): 8

Self-study: 40

Preparation of a project: 42

Data collection: 30

Course assessment

The final number of assessed students: 47

abs	n
91.49	8.51

Instructor: prof. Ing. Zdenka Musová, PhD., doc. Ing. Denisa Malá, PhD., doc. Ing. Janka Táborecká, PhD., 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: 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., 5., 6..	
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: E_2_FM	Course name: Financial Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 52s Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Written essay: 0- 10 points b) final assessment: written exam: 0-90 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 fo1090
 study of current legislation: 15
 collection of data for the essay: 20
 preparation of the essay: 29

Course assessment

The final number of assessed students: 50

A	B	C	D	E	FX(0)	FX(1)
10.0	20.0	14.0	12.0	38.0	6.0	0.0

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: E_2_TH	Course name: Game Theory
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: 26s Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: written test: 100 points	
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. CHOBOT, M., TURNOVEC, F., ULAŠIN, V. 1991. Teória hier a rozhodovania, Bratislava, Alfa, 1991. ISBN 80-05-00702-7. 2. 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. 3. GOGA, M. 2013. Teória hier, Bratislava, Iura Edition 2013. ISBN 978-80-8078-613-7. 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	

<p>6. BINMORE, K. 1992. Fun and Games. A text on Game Theory. Toronto: D.C. Heath and Company, 1992. ISBN 0-669-24603-4.</p> <p>7. RASMUSEN, E. 1989. Games and Information. An Introduction to Game Theory. Oxford: Basil Blackwell, 1989. ISBN: 0-631- 15709-3.</p> <p>8. DLOUHÝ, M., FIALA, P. 2015. Teorie ekonomických a politických her, Praha: Vysoká Škola ekonomická v Praze, Oeconomica, 2015. ISBN 978-80-245-2124-4.</p>						
<p>Language of instruction: slovak</p>						
<p>Notes:student time load: 120 hrs combined study (lectures, seminars, consultations): 8 self-study:68 homeworks: 44</p>						
<p>Course assessment The final number of assessed students: 5</p>						
A	B	C	D	E	FX(0)	FX(1)
20.0	0.0	0.0	20.0	20.0	40.0	0.0
<p>Instructor: RNDr. Mária Grausová, PhD., RNDr. Miroslav Hužvár, PhD.</p>						
<p>Last changed: 24.10.2022</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: E_2_IS	Course name: Information Systems
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
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: 12

self-study: 68

solution of given tasks: 70

Course assessment

The final number of assessed students: 41

A	B	C	D	E	FX(0)	FX(1)
0.0	2.44	4.88	26.83	46.34	7.32	12.2

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: E_2_MFM-e	Course name: International Financial Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3., 5.	
Level: II.	
Prerequisites:	
Course completion conditions: seminar paper: 20 % final test: 80 % a) continuous assessment: seminar paper: 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: Recommended literature:	

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.
3. MADURA, J. 2011. International Financial Management. Cengage Learning, 2011. 736 p., ISBN 978-0538482967-1.
4. PAUL, R. KRUGMAN, OBSTFELD, M., MELITZ, M. 2018. International Finance: Theory and Policy. Pearson, 2018. 468 p. ISBN 978-1292238739.
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.

Language of instruction:

Notes:student time load:

Notes: student time load: 150 hours

Combined study (Lecture, Seminar, Consultation): 12 hours

Self-study: 60 h.

Preparation of a project: 40 h.

Collection of data: 28 h.

preparation for the defense of a seminar project: 10 h.

Course assessment

The final number of assessed students: 16

A	B	C	D	E	FX(0)	FX(1)
12.5	12.5	50.0	6.25	6.25	12.5	0.0

Instructor: prof. Ing. Hussam Musa, PhD., Ing. Janka Grofčíková, PhD.

Last changed: 08.02.2022

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

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: E_2_MMaM	Course name: International Management and Marketing
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 52s Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - b) final assessment: Essay: 0 - 30 points Written test: 0 - 70 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): 16

self-study: 104

preparation of the project: 30

collection of data: 30

Course assessment

The final number of assessed students: 75

A	B	C	D	E	FX(0)	FX(1)
0.0	4.0	12.0	29.33	32.0	8.0	14.67

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

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: E_2_IRvMaSP	Course name: Investment Management in Small and Medium-Sized Enterprises
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - 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: 12 hours

self-study: 60 hours

preparation of the project: 60 hours

collecting information: 18 hours

Course assessment

The final number of assessed students: 16

A	B	C	D	E	FX(0)	FX(1)
0.0	12.5	12.5	6.25	37.5	18.75	12.5

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: E_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: Lecture Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26s 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: 11						
A	B	C	D	E	FX(0)	FX(1)
18.18	0.0	9.09	9.09	36.36	27.27	0.0
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: E_2_Makro2	Course name: Macroeconomics 2
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 52s 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). 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 growth. Exchange rate and balance of payments, mechanism of balancing external economic imbalances.

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. Makroekonómie. Středně pokročilý kurz. 3. vyd. Praha : C. H. Beck, 2018. ISBN: 9788074005411. 8. HOLMAN, R. 2018. Makroekonómie. Sbíрка řešených otázek a příkladu. Praha : C. H. Beck, 2018. ISBN 9788074007231. 9. SOUKUP, J. POŠTA, V. NESET, P. PAVELKA, T. 2018. Makroekonómie Moderní přístup. Management Press, Praha 2018. ISBN 9788072615377 10. URAMOVÁ, M., PITEKOVÁ, J., PAĽA, 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. Ekonomika v novej ekonomike. Bratislava: Iura Edition, 714 s. ISBN 9788080781644 13. MUCHOVÁ, E. 2005. Makroekonómia otvorenej ekonomiky. Bratislava : Ekonomika, 2005. ISBN 8080780234. 14. PAULÍK, T., PELLEŠOVÁ, P. 2002. Makroekonómie. 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:

Course assessment

The final number of assessed students: 46

A	B	C	D	E	FX(0)	FX(1)
4.35	8.7	13.04	26.09	43.48	2.17	2.17

Instructor: doc. Ing. Martin Hronec, PhD.

Last changed: 01.02.2022

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

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: E_2_MIS	Course name: Management Information Systems
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: 26s 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. 9. 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): 8,
 self-study:76,
 independent solution of homework: 36.

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. 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: E_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: 26s 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: 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. Radoslav Kožiak, 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: E_2_MI	Course name: Management of Innovations
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3., 5.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Proposal of innovation/or business model: 0 - 50 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): 12

Self-study: 60

Preparation of the project: 63

collection of data : 15

Course assessment

The final number of assessed students: 20

A	B	C	D	E	FX(0)	FX(1)
20.0	15.0	20.0	25.0	15.0	5.0	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: E_2_MK	Course name: Managerial Communication
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3., 5.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: continuous assessment in the external form of study: seminar work using case studies, simulated situations from work and communication situations in the manager's practice written with min. number of 12,000 characters - 0 - 40 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 manažéra. Banská Bystrica : UMB.
14. VETRÁKOVÁ, M., SEKOVÁ, M. 2004. Manažérska 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): 12

self-study: 60

preparation of presentation, simulated communication situations, skits : 47

practicing of communication competences and managerial methods: 31

Course assessment

The final number of assessed students: 31

A	B	C	D	E	FX(0)	FX(1)
12.9	29.03	38.71	16.13	3.23	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: E_2_PSYCHTRH	Course name: Market Psychology
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: 26s Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: continuous assesement: Written processing of assignments, assigned to individual topics - 60 points b) final assesement: Written exam - 40 points or the possibility of implementing a project for practice - 100 points, consisting of continuously fulfilled tasks.	
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:	
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. KAHNEMAN, D. 2012. Myšlení rychlé a pomalé. Brno: Jan Mevil Publishing 5. KOMÁRIK E. (Ed.) 2009. : Reziliencia. Bratislava UK, 2009. ISBN 978-80-223-2729-9 6. LIESKOVSKÁ, V.; GAZDA, V. RIMARČÍK, M. 2005. Spotrebiteľské správanie na trhu bezhotovostného platobného styku. Bratislava: EKONOM. 7. LUTHAR SUNIYA, S (Ed.) 2003. Resilience and Vulnerability: Adaptation in the Context of Childhood Adversities . New York Cambridge University Press2003. ISBN: 978- 0521807012 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

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: 60

A	B	C	D	E	FX(0)	FX(1)
45.0	38.33	10.0	3.33	0.0	3.33	0.0

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: E_2_MarKom	Course name: Marketing Communication
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - b) final assessment: Semester paper and its defense – 0 - 60 points Final written test: 0 - 40 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): 12
 self-study: 60
 preparation of the project: 58
 collection of data: 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: doc. Ing. Janka Tábořecká, PhD., doc. Ing. Katarína Vitálišová, 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: E_2_MISaMV	Course name: Marketing Information System and Marketing Research
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Written test: 0-30 points; Data collection: 0-10 points; 40 points in total. b) final assessment: Elaboration and presentation of the final project of marketing research: 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. 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): 12 h. self-study: 61 h. preparation of the final project: 57 h. collection of data: 20 h.</p>														
<p>Course assessment The final number of assessed students: 13</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>38.46</td> <td>7.69</td> <td>23.08</td> <td>7.69</td> <td>7.69</td> <td>7.69</td> <td>7.69</td> </tr> </tbody> </table>	A	B	C	D	E	FX(0)	FX(1)	38.46	7.69	23.08	7.69	7.69	7.69	7.69
A	B	C	D	E	FX(0)	FX(1)								
38.46	7.69	23.08	7.69	7.69	7.69	7.69								
<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: E_2_PrM	Course name: Project Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1., 3.	
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): 12

self-study: 60

preparation of the project: 58

collecting information: 20

Course assessment

The final number of assessed students: 49

A	B	C	D	E	FX(0)	FX(1)
44.9	20.41	16.33	14.29	4.08	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: E_2_KaKVvP	Course name: Qualitative and Quantitative Research in an Enterprise
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1., 3.	
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: Študent 1. je schopný pripravené konzultovať so zadávateľom a dospieť k zjednotenému chápaniu základných položiek zadania prieskumu, 2. použije doterajšie poznatky publikované v odbornej literatúre na sformovanie teoretických východísk svojho prieskumu, 3. zvolí v kontexte skúmaného problému vhodné metódy a pripraví si techniku zberu dát, 4. identifikuje v kontexte skúmaného problému základný súbor, posúdi reprezentatívnosť výberového súboru, validitu dotazníka a reliabilitu dotazníka, 5. aplikuje na dáta vhodné štatistické metódy a s ich pomocou extrahuje z dát informácie potrebné pre riešenie skúmaného problému, 6. vytvorí jednoduché modely umožňujúce prognózovať vývoj ekonomických veličín v čase.	
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:

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 hodín, z toho:

Kombinované štúdium (P, S, K): 12

samoštúdium: 138

Course assessment

The final number of assessed students: 31

A	B	C	D	E	FX(0)	FX(1)
25.81	9.68	9.68	29.03	19.35	6.45	0.0

Instructor: doc. Ing. Alena Kaščáková, PhD., PhDr. Marian Kika, 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: E_2_ManKv	Course name: Quality Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: specific written assignments regarding quality documentation in line with ISO 9001 requirements: 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 manažerstva kvality podľa ISO 9001:2015 a jeho audity 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): 12

self-study: 60

written assignments: 48

presentation of the created documentation system and its audit: 30

Course assessment

The final number of assessed students: 31

A	B	C	D	E	FX(0)	FX(1)
12.9	48.39	22.58	9.68	6.45	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: E_2_MR	Course name: Risk Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - b) final assessment: written test (0 - 100 points) from all topics Student must obtain at least 65 points from the final test to successfully complete 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): 12 hours

Self-study of literature: 76 hours

Case studies and practical tasks: 62 hours

Course assessment

The final number of assessed students: 29

A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	20.69	17.24	48.28	10.34	3.45

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: E_2_MarSI	Course name: Service Marketing
Type, extent and method of instruction: Form of instruction: Lecture Course type: B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2., 4.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: case studies in services; participation in the research: 0-10 points b) final assessment: preparation and presentation of semester work, focusing on the application of the marketing mix in services: from 0 to 30 points, written exam: 0 - 60 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): 12

self-study: 60

preparation of the project: 48

seminar paper: 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: Ing. Filip Smutný, 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: E_2_SZP	Course name: Socially Responsible Business
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 52s Method of study: combined	
Number of credits: 6	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: active participation in discussions, solving of case studies, tasks, participation in research activities: 0 – 10 points b) final assessment: seminar paper and its presentation: 0-30 points 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): 16 h.

Self-study: 78 h.

Preparation of the seminar paper: 60 h. Collection of data: 16 h. Presentation of results: 10 h.						
Course assessment The final number of assessed students: 71						
A	B	C	D	E	FX(0)	FX(1)
11.27	21.13	18.31	16.9	22.54	5.63	4.23
Instructor: prof. Ing. Zdenka Musová, PhD., doc. Ing. Martina Minářová, 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: E_2_SPSYVYCV	Course name: Socio-Psychological Training
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: 26s Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: Final test - 100 points (student must achieve a minimum of 65 points)	
Learning objectives: student: 1. increases his/her awareness of the importance of social intelligence and socio-psychological skills 2. gets to know nature and ways of acquiring selected socio-psychological skills 3. improves his/her self-knowledge and be able to formulate your strengths and weaknesses and be able to plan your next personality development 4. Gains basic experience with empathy, social perception, conflict resolution, organizing collaboration, working in the team 5. except to basic communication skills, she gains experience with other soft social skills and their practical use.	
Brief outline of the course: Man in the social environment. Self-knowledge. Social perception. Social interactions in a group. Cooperation. Teamwork. Social communication. Basic superstructure communication skills. Assertive behaviour. Conflicts and their solutions. Psycho-hygiene and managing stressful situations in employment and in life.	
Recommended literature: 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. KŘÍŽ 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): 8 hours
self-study: 80 hours
preparation of own activities - 32 hours

Course assessment

The final number of assessed students: 43

A	B	C	D	E	FX(0)	FX(1)
55.81	25.58	6.98	4.65	2.33	4.65	0.0

Instructor: PhDr. Andrea Seberíni, 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: E_2_SMan	Course name: Strategic Management
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 1.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: Assigned tasks, case studies: 0 - 20 points, participation in research (data collection): 0 - 10 points, b) final assessment: written test: 0 - 70 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: Študent 1. chápe proces tvorby podnikovej stratégie, princípy implementácie a pozná spôsoby a typy strategickej kontroly, 2. ovláda metódy a techniky na vykonanie analýz externého a interného prostredia podniku, 3. dokáže formulovať strategické ciele a zvoliť vhodný prístup k výberu stratégie, 4. osvojí si strategické myslenie a schopnosť integrovať poznatky z viacerých funkčných oblastí podniku, 5. konfrontuje teoretické východiská so situáciami v praxi a na základe kritického hodnotenia navrhuje vlastné riešenia, 6. preukáže schopnosť tímovo pracovať a jasne prezentovať svoje stanovisko podporené silnými argumentmi.	
Brief outline of the course:	
Recommended literature: 1. 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. 2. TREBUŇA, P. 2019. Podnikové stratégie. Košice : Elfa, 2019. 170 s. ISBN 978-80-553-278-9. 3. HAVEL & PARTNERS. 2018. O stratégii. 10 najlepších príspevků z Harvard Business Review. Praha : Management Press, 2018. 288 s. ISBN 978-80-726-155-51.	

4. 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.
5. PILÁŘOVÁ, I. 2016. Leadership & management a development. Role, úlohy a kompetence managerů a lídrů. Praha : Grada. 2016. 168 s. ISBN 9788024757216.
6. 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: 16

Self-study: 77

Partial tasks: 24

Final project preparation: 23

Data collection: 10

Course assessment

The final number of assessed students: 71

A	B	C	D	E	FX(0)	FX(1)
1.41	5.63	14.08	35.21	36.62	1.41	5.63

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: E_2_Smar	Course name: Strategic Marketing
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 2.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: continuous work on partial tasks assigned and solved during semester: 0-30 points participation in research activities: 0-30 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 1. Understands marketing strategy development process in the context of corporate strategy 2. Masters methods, tools and technics of the marketing analysis of external and internal business environment 3. On the basis of the analysis results is able to formulate marketing objectives and choose relevant marketing strategy for the business 4. Knows the principles of implementation and organization of marketing activities and distinguishes means and types of marketing control, marketing controlling and marketing audit 5. Can create a marketing plan of the business 6. Adopts strategic and market-oriented thinking and ability to interconnect and co-ordinate marketing function with other business functions 7. Confronts theoretical backgrounds with the situation in business practice and on the basis of critical evaluation suggests own solutions 8. 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.
 2. SABOLOVÁ, A. - KACERA, N. - NAGYOVÁ, P. 2021. Marketing v praxi. Levosphere, 2021. 190s. ISBN 97880973929013.
 3. KUMAR, N. 2008. Marketing jako strategie vedoucí k úspěchu, Praha: Management, 2008, ISBN 978-80-247-2439-34.
 4. PRAHALAT, C.K. – RAMASWAMY, V. 2005. Budoucnost konkurence. Spoluvytváření jedinečné hodnoty se zákazníkem. Management Press: Praha, 2005, ISBN 80-7261-126-75.
 5. KIM, W.CH. – MAUBORGNE, R. 2005. Strategie modrého oceánu. Praha: Management Press, 2005, ISBN 80-7261-128-36.
 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.
 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.
 8. ĎAĎO, J. – TÁBORECKÁ-PETROVIČOVÁ, J. 2013. Marketing Strategies. Banská Bystrica: Matej Bel University, 2013, ISBN 978-80-557-0555-2.9.
 9. KOLEKTÍV AUTOROV 2014. Online marketing: Současné trendy očima předních expertů. Computer Press: 2014. 216 s. ISBN 978802514155710.
 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. 622-629.2.

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. Hiddenchampions 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): 16

Self-study: 74

Preparation for partial tasks: 27

Writing the final project: 23

Field research activities, collecting information in business: 10

Course assessment

The final number of assessed students: 52

A	B	C	D	E	FX(0)	FX(1)
0.0	5.77	21.15	42.31	23.08	5.77	1.92

Instructor: doc. Ing. Janka Tábořecká, 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: E_2_DPS	Course name: Tax and Tax Policy
Type, extent and method of instruction: Form of instruction: Lecture Course type: A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 39s Method of study: combined	
Number of credits: 5	
Recommended semester/trimester: 3.	
Level: II.	
Prerequisites:	
Course completion conditions: a) continuous assessment: - 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 - 40 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): 12
 Self-study: 78
 Updating of information, working with legislation: 40
 Preparation and completion of forms 20

Course assessment

The final number of assessed students: 48

A	B	C	D	E	FX(0)	FX(1)
2.08	16.67	25.0	25.0	27.08	2.08	2.08

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

Last changed: 02.03.2022

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