

## Register

1. Applied Statistics in R System.....	3
2. Business Negotiations (in English).....	5
3. Business Process Management with SAP.....	7
4. Business on-line.....	8
5. Case Studies from Public Sector Management.....	10
6. Case Studies in Tourism 2.....	13
7. Case Studies in Tourism 2 (in English).....	15
8. Coaching.....	17
9. Communication Across Cultures (in English).....	19
10. Controlling in Tourism Enterprises.....	21
11. Creativity and Culture in Regional Development.....	23
12. Cultural and Urban Tourism.....	25
13. Cultural and Urban Tourism.....	27
14. Data Analytics in Tourism.....	29
15. Destination Management.....	31
16. Destination Management.....	33
17. Development of Key Managers' Skills.....	35
18. Digital Currencies and Blockchain.....	37
19. Digital Currencies and Blockchain (in English).....	40
20. Digital empowerment and participation.....	43
21. Diploma Seminar.....	44
22. Diploma Thesis with Defence.....	46
23. Economics of European Integration.....	48
24. Electoral Geography.....	50
25. Erasmus student network 1.....	51
26. Field Course Abroad.....	52
27. Field Research.....	53
28. Field Trip 1.....	55
29. Field Trip 2.....	57
30. Finance in practice.....	59
31. Financial Analysis of Tourism Enterprises.....	60
32. French Language for Economists.....	62
33. Game Theory.....	63
34. General Foundations of Private Law.....	65
35. Geographical learning of Europe.....	67
36. Geopolitical development of the World.....	68
37. Information Systems in Tourism 2.....	69
38. Innovations in Tourism.....	71
39. International Entrepreneurship in Tourism.....	73
40. Introduction to SAP.....	75
41. Investment Trades.....	77
42. Learning Regions.....	79
43. Limity intimity: o zodpovedných vzťahoch.....	81
44. Macroeconomic Development and Economic Policy in Slovakia (in cooperation with the NBS).....	82
45. Macroeconomics 2.....	84
46. Management Information Systems.....	87
47. Management Skills in the Public Sector.....	89

48. Management of EU funds' Implementation.....	91
49. Management of Organized Events in Tourism.....	93
50. Market Psychology.....	95
51. Physical Education 6.....	97
52. Physical Education 7.....	98
53. Physical Education 8.....	99
54. Process Management in Tourism.....	100
55. Project Management in Tourism.....	102
56. Project management.....	104
57. Quality Management Tools.....	105
58. Quality Management and Customer Relationship Management in Tourism.....	107
59. Quantitative and Qualitative Research in Tourism.....	109
60. Slovak for Foreigners 1.....	111
61. Slovak for Foreigners 2.....	113
62. Slovak for Foreigners 3.....	115
63. Slovak for Foreigners 4.....	117
64. Socio-Psychological Training.....	119
65. Strategies and Regional Tourism Planning.....	121
66. Strategies and Regional Tourism Planning.....	123
67. Student Scientific Conference.....	125
68. The Great Works in World Literature II.....	126
69. Theory of Consumer Behaviour (in English).....	128
70. Tourism Economics and Policy.....	130
71. Tourism Management and Marketing.....	132
72. Tourism Management and Marketing.....	134
73. Tourism in European Union.....	136
74. Tourism in European Union (in English).....	138
75. Univerzitný folklórny súbor 1.....	140
76. Univerzitný komorný orchester 1.....	141
77. Univerzitný spevácky zbor 1.....	142
78. Volunteer management.....	143

## Course Description

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

**Recommended literature:**

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

**Language of instruction:**

slovak, english

**Notes:student time load:**

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

**Course assessment**

The final number of assessed students: 6

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

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

## Course Description

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

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

**Language of instruction:**

English

**Notes:student time load:**

90 hours

combined study (lectures, seminars, consultations): 26

self-study: 44

assignments: 20

**Course assessment**

The final number of assessed students: 37

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

**Instructor:** M.A. David Cole, PhD.

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

## Course Description

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



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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_PszMVS-aj	<b>Course name:</b> Case Studies from Public Sector Management
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Final assessment: a) Active participation during case-studies' presentations (50 points) b) semester project (case study) and its defence (50 points)	
<b>Learning objectives:</b> student can 1. critically analyse the current trends in public sector management, 2. provide arguments on basis of the acquired knowledge in a discussion with a professional, 3. create case study using methodological concepts and compare the findings with current knowledge published in research papers.	
<b>Brief outline of the course:</b> - this course is based on presenting case studies from current practice and presentations provided by professionals/experts from practice, who are in leading/managerial positions in public sector organizations on various levels (local, regional, national), - case studies are provided a few weeks before the presentation with supporting literature and students are required to study the materials, dig into the problematics and prepare relevant questions for the presenters (strengthening the competence to understand the topics and place relevant questions) - one week before the seminar led by an expert, the teacher introduces the given topic/problem - at the seminar led by an expert, the students actively participate in discussion about the problems of practical application of their knowledge based on analysed case study and prepared questions. <b>Key topics covered:</b> 1. Public sector performance management – concepts and design 2. Strategic performance management of central government – legal and managerial consequences 3. Public governance and smart governance. 4. Local governance participation. 5. Alternative service delivery arrangements Contracting out in public sector. Contract management in public sector. 6. Behavioural economics in public sector. 7. Alternative funding of public services. Co-creation. Co-production. Crowdfunding.	

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

**Recommended literature:**

1. Dolan, P., Hallsworth, M., Halpern, D., King, D., Vlaev, I. 2009. MINDSPACE influencing behaviour through public policy. Discussion document – not a statement of government policy.
2. Fabio Monteduro. 2017. The Adoption of Outcome-Related Performance Indicators in External Reporting: An Empirical Study. *International Journal of Public Administration* 40:10, pages 860-874.
3. Foret, M. a kol. Marketing communication in public administration. 1. vyd. - Brno : Mendel university in Brno, 2013. - 132 s.
4. Foret, M. Vaňová, A. a kol. Marketing in regional development. 1. vyd. - Brno : Mendel university in Brno, 2013. - 140 s.
5. Grunewald, K. et al. 2015. Ecosystem Services – Concept, Methods and Case Studies. Springer, 312 p. ISBN 978-3-662-51577-8.
6. Mikušová Meričková, B., Nemeč, J., Murray Svidroňová, M., Klimovský, D. 2017. Co-creation as a social innovation in delivery of public services at local government level : the Slovak experience. In: Juraj Nemeč et. al. In Handbook of research on sub-national governance and development. - 1. vyd. - Hershey : IGI global, 2017. - ISBN 9781522516453
7. Mikušová Meričková, B., Nemeč, J., Vozárová, Z. 2017. The efficiency of contracting out local public services in Czech Republic and Slovakia. In BeaharóV, D., J., Baehler, K., J., Klerman, J. A. 2017. Improving public services : international experiences in using evaluation tools to measure program performance. - 1. vyd. - Oxford : Oxford University Press, 2017. - ISBN 978-0-19-064605-9. - S. 265-285
8. Murray Svidroňová, M. 2018. Co-Creation in local services delivery: Case study from Slovakia. In Alternative delivery service, Juraj Nemeč, Vincent Potier, Michiel S. de Vries (Eds) IASIA/IIAS 2018 ISBN-978-2-931003-01-5. S. 82 – 92
9. Murray Svidroňová, M., et al. 2020. Alternative non-profit funding methods: crowdfunding in the Czech Republic and Slovakia, *Applied Economics Letters*, DOI: 10.1080/13504851.2020.1776828
10. Murray Svidroňová, M., Klimivský, D. 2022. Participatory budgeting in Slovakia: recent development, present state and interesting cases. In *International trends in participatory budgeting : between trivial pursuits and best practices*. - 1. vyd. - Cham : Palgrave Macmillan, 2022. - ISBN 978-3-030-79929-8. - ISSN 2524-728X. - pp. 247-269.
11. Murray Svidroňová, M., Vaceková, G., Nemeč, J. 2022. Co-production of public goods in Slovakia, Chapter 7. In *New perspectives in the co-production of public policies, public services and common goods*. - 1. vyd. - Liège : Université de Liège, 2022. - ISBN 978-2-931051-55-9. - ISSN 2795-8825. - Pp. 143-163.
12. Raili Pollanen, Ahmed Abdel-Maksoud, Said Elbanna & Habib Mahama (2017) Relationships between strategic performance measures, strategic decision-making, and organizational performance: empirical evidence from Canadian public organizations, *Public Management Review*, 19:5, 725-746, DOI: 10.1080/14719037.2016.1203013
13. Sven Modell & Anders Grönlund (2007) Outcome-Based Performance Management: Experiences from Swedish Central Government, *Public Performance & Management Review*, 31:2, 275-288, DOI: 10.2753/PMR1530-9576310206
14. Thaler, R., Sunstein, C. 2009. *Nudge: Improving Decisions About Health, Wealth, and Happiness*. London: Penguin Books. 312 s. ISBN 9780143115267

15. Tversky, A., Kahneman, D. 1976. Judgement under uncertainty: Heuristics and Biases. Science, roč. 185, 1976, č. 4157. ISSN 1469-1825, s. 1124-1131.
16. Vaňová a kol. Place marketing, public and nonprofit marketing: case studies. 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 98 s.
17. Vaňová, A. a kol. Place marketing. 1. vyd. - Banská Bystrica : Vydavateľstvo Mateja Bela - Belianum, 2017. - 96 s.
18. Vitálišová, K., Murray Svidroňová, M., Jakuš Mutuhová, N. (2021) Stakeholder participation in local governance as a key to local strategic development. In: Cities : The International Journal of Urban Policy and Planning. - Oxford : Elsevier Ltd., 2021. - ISSN 0264-2751. - Vol. 118 (2021), pp. [1-15].
19. Vitálišová, K., Sýkorová, K., Koróny, S., Laco, P., Vaňová, A., Borseková, K. (2023). Digital Transformation in Local Municipalities: Theory Versus Practice. In: Rouet, G., Côme, T. (eds) Participatory and Digital Democracy at the Local Level. Contributions to Political Science. Springer, Cham. [https://doi.org/10.1007/978-3-031-20943-7\\_13](https://doi.org/10.1007/978-3-031-20943-7_13)

**Language of instruction:**

English

**Notes:student time load:**

combined study (S): 26

self-study: 70

preparing the semester paper: 48

collecting data: 36

**Course assessment**

The final number of assessed students: 4

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

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

**Last changed:** 29.03.2023

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_PsZCR2	<b>Course name:</b> Case Studies in Tourism 2
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> Elaboration and presentation of case study (0-60 points). <b>b) final assessment:</b> Written exam (0-40 points).	
<b>Learning objectives:</b> 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.	
<b>Brief outline of the course:</b> 1. Vision and planning in tourism destination 2. Destination management organization and its role 3. Cooperation in tourism destination 4. Product development in tourism destination 5. Product distribution of tourism destination 6. Marketing communication of tourism destination 7. Digital destination marketing 8. Destination management system 9. Customer relationship management in tourism destination 10. Competitiveness of tourism destinations 11. Sustainable tourism development in destination 12. Trends in tourism development in destinations	

**Recommended literature:**

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

**Language of instruction:**

Slovak.

**Notes:student time load:**

120 hours:

combined study (lectures, seminars consultations): 30

self-study: 38

preparation of case study: 52

**Course assessment**

The final number of assessed students: 0

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

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

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

12. Trends in tourism development in destinations						
<b>Recommended literature:</b>						
1. UNWTO. 2007. A Practical Guide to Tourism Destination Management. Madrid : World Tourism Organization, 2007.						
2. UNWTO. 2008. Handbook of E-marketing for Tourism Destinations. Madrid : World Tourism Organization, 2008.						
3. HORNER, S., SWARBROOKE, J. 2004. International Cases in Tourism Management. Oxford : Elsevier. 2008.						
<b>Language of instruction:</b>						
English.						
<b>Notes:student time load:</b>						
120 hours:						
combined study (lectures, seminars consultations): 30						
self-study: 38						
preparation of case study: 52						
<b>Course assessment</b>						
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
<b>Instructor:</b> doc. Ing. Tomáš Gajdošík, PhD., Ing. Zuzana Gajdošíková, PhD.						
<b>Last changed:</b> 07.06.2022						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_Kouč	<b>Course name:</b> Coaching
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> written test 0-25 points, activity during seminars (semestral essay) 0-25 points <b>b) final assessment:</b> 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.	
<b>Learning objectives:</b> 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.	
<b>Brief outline of the course:</b> 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.	
<b>Recommended literature:</b> 1. CHAMPATHES M. R. 2006. Coaching for performance improvement: the “COACH” model, Development and Learning in Organizations. An International Journal, Emerald, Vol. 20., č. 2., s. 17 – 18. ISSN 1477-7282. 2. CLEGG S. R. et all. 2005. Business coaching: challenges for an emerging industry, Industrial and Commercial Training, Emerald, Vol. 37., č. 5., s. 218 – 223. ISSN: 0019-7858.	

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

**Language of instruction:**

English

**Notes:student time load:**

110 hours:

Combined form (Lecture, Seminar, Consultation): 26

Self-study: 50

Data mining, presentation: 34

**Course assessment**

The final number of assessed students: 89

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

**Instructor:** Ing. Jozef Ďurian, PhD.

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

**Recommended literature:**

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

**Language of instruction:**

English

**Notes: student time load:**

90 hours

combined study (lectures, seminars, consultations): 26

self-study: 14

data collection and preparation of the project: 30

analysis of the research results: 20

**Course assessment**

The final number of assessed students: 22

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

**Instructor:** doc. PhDr. Dana Benčíková, PhD.

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KPCR	<b>Course name:</b> Controlling in Tourism Enterprises
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Practical <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> Two written examinations (0-40 points) <b>b) final assessment:</b> Written exam (0-60 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. has wide and cross-sectional knowledge in the field of tourism enterprises controlling, including knowledge of the context and relationships to related fields, knows and understands the theories, methods and procedures used in the field of tourism,</li> <li>2. uses controlling tools aimed at meeting the operational and strategic objectives of a company,</li> <li>3. applies appropriate methods of planning performance and cost of enterprises, irrespective of its size and position on the market,</li> <li>4. strategically responds to the new situation of the development of planned and actual indicators of enterprise and flexibly and creatively provides information of any deviations, evaluates the development of the external environment on the market,</li> <li>5. produces an evaluation report as a basis for planning and decision making in management,</li> <li>6. evaluates the existing methodology of planning, budgeting and calculation and makes improvements on it,</li> <li>7. can solve the problems, coordinates the processes in teams, can decide individually and responsibly in the changing environment, creates and develops controlling processes so that managers acquire relevant data and information on the implementation of operational and strategic goals of the company.</li> </ol>	
<b>Brief outline of the course:</b> Controlling in the management of tourism enterprises. Planning in the tourism enterprises. Planning sales and revenues, cost planning, relationship of costs and revenues. Costs and budgeting in terms of controlling; cost and price calculations. Financial planning and financial controlling. Investment controlling. Information systems of tourism enterprises in terms of controlling with business statistics as part of the information system; evaluating the results of controlling; controlling	

news. Use of the information technology in controlling. Crisis development and management of the company.

**Recommended literature:**

1. GÚČIK, M., ŠEBOVÁ, Ľ., BAJANÍK, T. 2015. Kontroling podnikov cestovného ruchu. Bratislava: Wolters Kluwer. ISBN 978-80-8168-217-9
2. ŠEBOVÁ, Ľ. 2017. Kontroling podnikov cestovného ruchu - praktikum. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1356-4
3. ŠEBOVÁ, Ľ. 2017. Dlhodobý vývoj finančnej situácie odvetvia ubytovacích a stravovacích služieb na Slovensku. Banská Bystrica : Ekonomická fakulta UMB. ISBN 978-80-557-1280-2

**Language of instruction:**

Slovak, English

**Notes: student time load:**

150 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 39  
Self-study: 80  
Preparation for two written examinations: 31  
Other: 0

**Course assessment**

The final number of assessed students: 123

A	B	C	D	E	FX(0)	FX(1)
24.39	17.89	17.89	10.57	19.51	3.25	6.5

**Instructor:** doc. Ing. Radka Marčeková, PhD., doc. Ing. Ľubica Šebová, PhD., Ing. Izabela Lazurová, Ing. Eva Zabudská

**Last changed:** 24.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KKvRR	<b>Course name:</b> Creativity and Culture in Regional Development
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> elaboration of the assignment and research during the semester: 0-50 points <b>b) final assessment:</b> seminar work and its presentation using activating forms of teaching: 0-50 points	
<b>Learning objectives:</b> 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	
<b>Brief outline of the course:</b> 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.	
<b>Recommended literature:</b> 1. Vaňová, A. a kol. Kreativne odvetvia ako zdroj nehmotných aktív v kontexte inteligentného rozvoja a inovácií / Anna Vaňová ... [et al.] ; rec. Ľudmila Nagyová, Beáta Meričková. - 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2016. - 141 s. [6,31 AH]. - ISBN 978-80-557-1173-7	

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

**Language of instruction:**

slovak

**Notes:student time load:**

120 hours, within that:

Combined form: Lecture, Seminar, Consultation: 26

self-study: 70

active preparation for seminars: 24

**Course assessment**

The final number of assessed students: 66

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

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

**Last changed:** 28.10.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KaMCR	<b>Course name:</b> Cultural and Urban Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> elaboration case studies focused on cultural and urban tourism development in selected destinations (0-50 points) <b>b) final assessment:</b> elaboration and presentation of the project of analysis of the potential of urban and cultural tourism in the selected destination (0-50 points)	
<b>Learning objectives:</b> Student: 1. uses knowledge from the theory of urban and cultural tourism and case studies in the analysis of the development of urban and cultural tourism in destinations, 2. is able to collect, assess and work with external sources of information necessary for analysis of the development of cultural and urban tourism in a specific destination and time, 3. applies relevant data in the analysis of the potential for cultural and urban development tourism in a specific destination, 4. can analyse the supply and demand in cultural and urban tourism, taking into account the specificities of a particular destination, 5. can design and create a themed product in cultural tourism and marketing tools at a specific destination, 6. can assess and evaluate the positive and negative aspects of urban and cultural travel development traffic at the destination.	
<b>Brief outline of the course:</b> Cultural and urban tourism (characteristics, typology, conditions of development in different destinations). Cultural and urban tourism market. Specificities of demand, motivation of the visitor in cultural and urban tourism (product of cultural attractions and its creation, possibilities of financing, cultural routes, trends in product creation). Specificities of demand in cultural and urban tourism (personality and motivation of the visitor in cultural and urban tourism). Marketing communication in cultural and urban tourism (marketing communication tools used in the commercialization of tourism product, use of digital marketing). Information systems in	

cultural and urban tourism. Cultural heritage management (peculiarities of tangible and intangible cultural heritage management). Sustainable development of cultural and urban tourism (trends in cultural tourism management, planning, organization and financing of cultural and urban tourism, the impact and quantification of cultural and urban tourism development in destination.

**Recommended literature:**

1. MORRISON, A., COCA-STEFAK, J. A.. 2021. Routledge Handbook of Tourism Cities. Oxon: Routledge. ISBN 9780367199999
2. UNWTO. 2018. Tourism and Culture Synergies. Madrid: UNWTO. ISBN 978-92-844-1897-8
3. BORIN, E., CERQUETTI, M., CRISPÍ, M., URBANO, J. 2022. Cultural Leadership in Transition Tourism. Oxon: Springer.
4. TIMMOTHY, J. D. 2011. Cultural Heritage and Tourism. Channel View Publications. ISBN 978-1845411763
5. PECHLANER, H., INNERHOFER, E., ERSCHBAMER, G. 2020. Overtourism. Tourism Management and Solutions. Oxon: Routledge. ISBN 9780367187439

**Language of instruction:**

English

**Notes: student time load:**

150 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 39  
Self-study: 40  
Project preparation: 50  
Collection of data: 21

**Course assessment**

The final number of assessed students: 53

A	B	C	D	E	FX(0)	FX(1)
77.36	16.98	3.77	0.0	1.89	0.0	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., Ing. Diana Kvasnová, PhD.

**Last changed:** 01.12.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KaMCR-aj	<b>Course name:</b> Cultural and Urban Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> elaboration case studies focused on cultural and urban tourism development in selected destinations (0-50 points) <b>b) final assessment:</b> elaboration and presentation of the project of analysis of the potential of urban and cultural tourism in the selected destination (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. uses knowledge from the theory of urban and cultural tourism and case studies in the analysis of the development of urban and cultural tourism in destinations,</li> <li>2. is able to collect, assess and work with external sources of information necessary for analysis of the development of cultural and urban tourism in a specific destination and time,</li> <li>3. applies relevant data in the analysis of the potential for cultural and urban development tourism in a specific destination,</li> <li>4. can analyse the supply and demand in cultural and urban tourism, taking into account the specificities of a particular destination,</li> <li>5. can design and create a themed product in cultural tourism and marketing tools at a specific destination,</li> <li>6. can assess and evaluate the positive and negative aspects of urban and cultural travel development traffic at the destination.</li> </ol>	
<b>Brief outline of the course:</b> Cultural and urban tourism (characteristics, typology, conditions of development in different destinations). Cultural and urban tourism market. Specificities of demand, motivation of the visitor in cultural and urban tourism (product of cultural attractions and its creation, possibilities of financing, cultural routes, trends in product creation). Specificities of demand in cultural and urban tourism (personality and motivation of the visitor in cultural and urban tourism). Marketing communication in cultural and urban tourism (marketing communication tools used	

in the commercialization of tourism product, use of digital marketing). Information systems in cultural and urban tourism. Cultural heritage management (peculiarities of tangible and intangible cultural heritage management). Sustainable development of cultural and urban tourism (trends in cultural tourism management, planning, organization and financing of cultural and urban tourism, the impact and quantification of cultural and urban tourism development in destination.

**Recommended literature:**

1. MORRISON, A., COCA-STEFANIAK, J. A.. 2021. Routledge Handbook of Tourism Cities. Oxon: Routledge. ISBN 9780367199999
2. UNWTO. 2018. Tourism and Culture Synergies. Madrid: UNWTO. ISBN 978-92-844-1897-8
3. BORIN, E., CERQUETTI, M., CRISPÍ, M., URBANO, J. 2022. Cultural Leadership in Transition Tourism. Oxon: Springer.
4. TIMMOTHY, J. D. 2011. Cultural Heritage and Tourism. Channel View Publications. ISBN 978-1845411763
5. PECHLANER, H., INNERHOFER, E., ERSCHBAMER, G. 2020. Overtourism. Tourism Management and Solutions. Oxon: Routledge. ISBN 9780367187439

**Language of instruction:**

English

**Notes:student time load:**

150 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 39  
 Self-study: 40  
 Project preparation: 50  
 Collection of data: 21

**Course assessment**

The final number of assessed students: 17

A	B	C	D	E	FX(0)	FX(1)
70.59	17.65	5.88	0.0	5.88	0.0	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., Ing. Diana Kvasnová, PhD.

**Last changed:** 01.12.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_AUvCR	<b>Course name:</b> Data Analytics in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Practical <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> practical exam form selected methods of data analysis (0-50 points) <b>b) final assessment:</b> case study (0-50 points)	
<b>Learning objectives:</b> Student: 1. applies the acquired knowledge and skills in the work of a data analyst in tourism businesses and organizations, 2. is capable of advanced analysis of quantitative and qualitative data in tourism, 3. applies the acquired knowledge in order to support decision-making in tourism businesses and organizations, 4. is able to understand the ethical standards of data protection in tourism, 5. evaluates the possibilities of obtaining data by traditional methods and new methods, 6. creates baseline for decision-making at the middle and top level of management in tourism businesses and organizations.	
<b>Brief outline of the course:</b> Traditional methods (small data) and new methods (big data) of data collection in tourism. Data analysis from websites (web analytics). Data analysis from social media. Analysis of sensor data (mobile localization, global navigation satellite systems, bank cards, WiFi, Bluetooth), Advanced methods of quantitative data analysis - machine learning, clustering, regression, factor analysis. Advanced methods of qualitative data analysis - natural language processing, sentiment analysis. Mixed methods of data analysis - network analysis. Data visualization. Data protection in tourism.	
<b>Recommended literature:</b> 1. EGGER, R. 2022. Applied Data Science in Tourism: Interdisciplinarity Approaches, Methodologies and Applications. Cham: Springer. ISBN 978-3-030-88389-8 2. HARDY, A. 2020. Tracking Tourists. Oxford : Goodfellow Publishers. ISBN 9781911635383 3. SPONDER, M., KHAN, G. 2018. Digital Analytics for Marketing. Oxon: Routledge. ISBN 9781138190689	

<p>4. BALI, R, SARKAR, D., SHARMA, T. 2017. Learning Social Media Analytics with R. Birmingham: Packt Publishing. ISBN 978-1787127524</p> <p>5. GAJDOŠÍK, T. 2019. Big Data Analytics in Smart Tourism Destinations. A New Tool for Destination Management Organizations?. In Smart tourism as a driver for culture and sustainability. Basil: Springer. ISBN 978-3030039097</p>						
<p><b>Language of instruction:</b> Slovak, English</p>						
<p><b>Notes:student time load:</b> 150 hours, out of which Combined study (Lectures, Seminars, Consultations): 39 Self-study: 52 other: mastering data analytics in the selected information systems: 59</p>						
<p><b>Course assessment</b> The final number of assessed students: 75</p>						
A	B	C	D	E	FX(0)	FX(1)
32.0	9.33	24.0	18.67	14.67	1.33	0.0
<p><b>Instructor:</b> doc. Ing. Tomáš Gajdošík, PhD., Ing. Matúš Marciš, PhD., Ing. Eva Zabudská</p>						
<p><b>Last changed:</b> 23.11.2021</p>						
<p><b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.</p>						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MCM	<b>Course name:</b> Destination Management
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The maximum amount of points for continuous assessment as well as final assessment is 100. The credits will be allocated to those students receiving minimum 65 out of 100 points. <b>a) continuous assessment:</b> presentation of destination management organization (0-30 points), case study presentation and discussion (0-20 points) <b>b) final assessment:</b> final written exam (essay) (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. Knowledge gained will be used in deciding on the positioning of the destination for the tourism market,</li> <li>2. Have the ability to define the tasks and competences of the local authorities in the development of the territory (s) and objectives of tourism development as a potential instrument for contributing to the equalisation of regional disparities.</li> <li>3. Apply international experience of management of destinations in practice with an emphasis on the application of the good governance principles of the regions,</li> <li>4. Consider the feasibility of establishing a destination management organization and its focus as the coordinator of the interests of the development of tourism in the tourism destination with regards to the TALC model (destination life cycle),</li> <li>5. Evaluate the potential of the development of tourism in the territory,</li> <li>6. Create a seminar work, which can, on the basis of selected indicators to assess the life cycle of tourism destinations and specific aspects of Destination Management Organisation performance.</li> </ol>	
<b>Brief outline of the course:</b> Tourism Destination; the nature and the specific characteristics of the management. Coordinating the development of tourism in the tourism destination, destination management organization. Institutional and legal aspects of destination management organizations. The financial aspects of tourism destinations. Tourism area life cycle. The competitiveness of a destination. International experience of destination management, best practices; new approaches to tourism destination management.	
<b>Recommended literature:</b>	

1. KOZAK, N., KOZAK, M. 2019. Tourist Destination Management: Instruments, Products, and Case Studies. Springer. ISBN 10:3030169804
2. RYAN, CH. 2020. Advanced introduction to tourism destination management. Edward Elgar. ISBN 978 1 83910 391 9
3. MORRISON, A. M., 2019. Marketing and managing tourism destinations. Oxon: Routledge. ISBN 978-1-138-89729-8
4. INNERHOFER, E., FONTANARI, M., PECHLANER, H. 2018. Destination resilience. Challenges and Opportunities for Destination Management and Governance. London: Routledge. ISBN 9781138572683
5. UNWTO. 2008. A Practical Guide to Tourism Destination Management. Madrid: World Tourism Organization. ISBN 978-92-844-1243-3
6. KOZAK, M., BALOGLU, S. 2011. Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge. New York: Routledge. ISBN 978-0-415-99171-1

**Language of instruction:**

**Notes:student time load:**

150 hours:  
 combined study (lecture, seminar, consultations): 39  
 self-study: 60  
 preparation of seminar paper and its presentation: 31  
 collection of data: 20

**Course assessment**

The final number of assessed students: 57

A	B	C	D	E	FX(0)	FX(1)
70.18	17.54	7.02	0.0	5.26	0.0	0.0

**Instructor:** doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 01.12.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MCM-aj	<b>Course name:</b> Destination Management
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The maximum amount of points for continuous assessment as well as final assessment is 100. The credits will be allocated to those students receiving minimum 65 out of 100 points. <b>a) continuous assessment:</b> presentation of destination management organization (0-30 points), case study presentation and discussion (0-20 points) <b>b) final assessment:</b> final written exam (essay) (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. Knowledge gained will be used in deciding on the positioning of the destination for the tourism market,</li> <li>2. Have the ability to define the tasks and competences of the local authorities in the development of the territory (s) and objectives of tourism development as a potential instrument for contributing to the equalisation of regional disparities.</li> <li>3. Apply international experience of management of destinations in practice with an emphasis on the application of the good governance principles of the regions,</li> <li>4. Consider the feasibility of establishing a destination management organization and its focus as the coordinator of the interests of the development of tourism in the tourism destination with regards to the TALC model (destination life cycle),</li> <li>5. Evaluate the potential of the development of tourism in the territory,</li> <li>6. Create a seminar work, which can, on the basis of selected indicators to assess the life cycle of tourism destinations and specific aspects of Destination Management Organisation performance.</li> </ol>	
<b>Brief outline of the course:</b> Tourism Destination; the nature and the specific characteristics of the management. Coordinating the development of tourism in the tourism destination, destination management organization. Institutional and legal aspects of destination management organizations. The financial aspects of tourism destinations. Tourism area life cycle. The competitiveness of a destination. International experience of destination management, best practices; new approaches to tourism destination management.	

**Recommended literature:**

1. KOZAK, N., KOZAK, M. 2019. Tourist Destination Management: Instruments, Products, and Case Studies. Springer. ISBN 10:3030169804
2. RYAN, CH. 2020. Advanced introduction to tourism destination management. Edward Elgar. ISBN 978 1 83910 391 9
3. MORRISON, A. M., 2019. Marketing and managing tourism destinations. Oxon: Routledge. ISBN 978-1-138-89729-8
4. INNERHOFER, E., FONTANARI, M., PECHLANER, H. 2018. Destination resilience. Challenges and Opportunities for Destination Management and Governance. London: Routledge. ISBN 9781138572683
5. UNWTO. 2008. A Practical Guide to Tourism Destination Management. Madrid: World Tourism Organization. ISBN 978-92-844-1243-3
6. KOZAK, M., BALOGLU, S. 2011. Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge. New York: Routledge. ISBN 978-0-415-99171-1

**Language of instruction:**

English

**Notes: student time load:**

150 hours:

combined study (lecture, seminar, consultations): 39

self-study: 60

preparation of seminar paper and its presentation: 31

collection of data: 20

**Course assessment**

The final number of assessed students: 20

A	B	C	D	E	FX(0)	FX(1)
55.0	40.0	5.0	0.0	0.0	0.0	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 01.12.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_RKZM	<b>Course name:</b> Development of Key Managers' Skills
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> individual seminar work: 30 points <b>b) final assessment:</b> team work- project: 70 points	
<b>Learning objectives:</b> Student: 1. is able to individually gain new knowledge and actively use critical thinking to expand it 2. has a broad knowledge and understanding of intercultural differences, including knowledge of context and relations with related issues 3. is able to solve practical tasks from team management, dealing with conflict situations in the workplace 4. can apply the abstract logical thinking required when creating and developing creative solutions and abstract workflows and challenges in unforeseen conditions 5. can find a problem in the field of self-management and self-development, formulate basic information about problem and present its solutions to others; and is aware of the place in the team 6. is able to solve professional tasks and coordinate partial activities and to be responsible for team results	
<b>Brief outline of the course:</b> Definition and classification of managerial skills. Emotional intelligence. Adaptability and flexibility at work. Critical thinking. Interpersonal skills. Leadership. Facilitation in work meetings. Conceptual skills. Time management. Effective managerial communication. Active listening. Verbal and non-verbal communication. Methods of development of managers. Creativity in management work.	
<b>Recommended literature:</b> 1. SMEREK, L., VETRÁKOVÁ, M., ŠIMOČKOVÁ, I. 2021. International Human Resource Management System. Radom: Publishing House Kazimierz Pulaski University of Technology and Humanities. ISBN 978-83-7351-914-5	

2. PONDELÍKOVÁ, I. 2020. Úvod do medzinárodných kultúrnych vzťahov a interkultúrnej komunikácie. Banská Bystrica: Dali-BB. ISBN 978-80-8141-243-1
3. HOF, W. 2020. Wim Hof Method. Activate your full human potential. ISBN 1846046297
4. LOŠŤÁKOVÁ, O. 2020. Empatická a asertivní komunikace. Praha: Grada Publishing. ISBN 978-80-271-2227-1
5. FORREST, J.Y.-L. et. al.. 2020. Managerial decision making. A holistic approach. Oxon: Springer International Publishing. ISBN 978-3030280635
6. SINEK, S. 2018. Začni otázkou prečo. Bratislava: Porta libri. ISBN 978-80-8156-143-6
7. HANSEN, M.T. 2018. Great at work. How top performers work less and achieve more. New York: Simon& Schuster paperbacks. ISBN 978-1501179518
8. SZARKOVÁ, M. 2018. Komunikácia v manažmente. Bratislava: Wolters Kluwer. ISBN 978-80-7598-184-4
9. BRANDEN, N. 2001. The Psychology of Self-Esteem. A Revolutionary Approach to Self-Understanding That Launched a New Era in Modern Psychology 32nd Edition. New York: Jossey-Bass Inc., Wiley Company. ISBN 978-0787945268
10. PINK, D. 2011. Drive. The Surprising Truth About What Motivates Us. Riverhead Books. New York: Riverhead Books. ISBN 978-1594484803
11. STANIER- BUNGAY, M. 2016. The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever. Toronto: Box of crayons press. ISBN 978-0978440749
12. COVEY, R., S. 2004. The 7 Habits of Highly Effective People. New York: Simon and Schuster.
13. COVEY, R., S. 2005. The 8th Habit from Effectiveness to Greatness. New York: Simon and Schuster. ISBN 978-0743287937
14. STACHO, Z., STACHOVÁ, K. 2017. Organizácia manažérskej práce. Bratislava: Wolters Kluwer. ISBN 9788081687198
15. THOMAS, D. C., LAZAROVA, M. B. 2014. Essentials of International Human Resource Management. Managing People Globally. Los Angeles/London: SAGE Publications. ISBN 978-1412995917
16. VETRÁKOVÁ, M., KLINCKOVÁ, J. 2013. Efektívna komunikácia – predpoklad úspešného manažéra. Banská Bystrica: UMB. ISBN 978-80-557-0602-3
17. BEPPARI, S. 2017. The Fundamentals of Business Communication. www.vpinda.co.in.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

150 hours, out of which:  
 Combined study (Lectures, Seminars, Consultations): 26  
 Self-study: 50  
 Seminar paper: 24  
 Team project: 50

**Course assessment**

The final number of assessed students: 27

A	B	C	D	E	FX(0)	FX(1)
74.07	0.0	14.81	7.41	3.7	0.0	0.0

**Instructor:** Mgr. Ivana Šimočková, PhD.

**Last changed:** 24.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KaB	<b>Course name:</b> Digital Currencies and Blockchain
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> in-class active participation and presentation of news: 50 points <b>b) final assessment:</b> written test 50 points	
<b>Learning objectives:</b> 1. Be able to describe the Byzantine Generals' Problem (a classical problem on how to achieve a single winning strategy involving various parties, some of which may be corrupted, untrusted, or may disseminate inaccurate information) and how do blockchains address this problem. 2. Understand the basics of blockchain technology, i.e. cryptographic functions (hashes), the process of mining and issuance of new currency, various consensus mechanisms including the 'Proof-of-Work' consensus mechanism used in the Bitcoin Blockchain. 3. Distinguish among various types and properties of centralized, decentralized and hybrid blockchains and ascertain which of them is suitable for what purposes. 4. Understand how blockchain technology creates trust among untrusted parties and immutable entries, by linking/chaining blocks of information together (thus the concept of 'blockchain'). 5. Distinguish the basic characteristics and key metrics of Bitcoin and altcoins (alternative cryptocurrencies issued after Bitcoin) such as Ethereum, Tether, BNB, USD Coin, XRP, Cardano etc. 6. Learn how to transact and store cryptocurrencies, look-up and dissect real transactions in open blockchain networks. 7. Dive-in to more technical aspects of the technology such as mining pools, segregated witness, lightning network, forks and smart contracts, their uses and challenges. 8. Learn why this is an innovative technology and understand its potential to disrupt a number of other industries. 9. Identify some of the industries that may be disrupted by this technology, such as financial institutions, health, real estate, supply chain, academia, and others, as well as describe blockchain-related use cases. 10. Understand more advanced uses of the blockchain such as escrow services, asset registration, attestation, smart contracts, digital assets, tokenization, CBDCs, DeFi and others.	

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

**Brief outline of the course:**

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

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

The course will consist of four general topics:

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

**Recommended literature:**

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

<p>6. KRAVCHENKO, P., SKRIABIN, B., DUBININA, O. 2019. Blockchain And Decentralized Systems. Київ, Ukraine: Distibuted Lab.</p> <p>7. NAKAMOTO, S. 2008. Bitcoin: A Peer-to-Peer Electronic Cash System. Retrieved from <a href="https://bitcoin.org/bitcoin.pdf">https://bitcoin.org/bitcoin.pdf</a></p> <p>8. NARAYANAN, A., BONNEAU, J., FELTEN, E., MILLER, A., GOLDFELDER, S. 2016. Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction. Princeton, NJ: Princeton University Press.</p> <p>9. SHRIER, D., L. 2020. Basic blockchain. London : Robinson, 182 p. ISBN 978-1-4721-4483-6.</p> <p>10. TAPSCOTT, D., TAPSCOTT, A. 2018. Blockchain revolution. New York : Portfolio/Penguin, 358 p. ISBN 978-0-241-23786-1.</p>						
<b>Language of instruction:</b>						
English						
<b>Notes:student time load:</b>						
120 hours						
Combined study (P, S, K): 26 h.						
Self-study: 50 h.						
Preparation of presentation of current topics: 44 h.						
<b>Course assessment</b>						
The final number of assessed students: 77						
A	B	C	D	E	FX(0)	FX(1)
59.74	19.48	11.69	1.3	2.6	5.19	0.0
<b>Instructor:</b> Ing. Ivan Sedliačik, PhD.						
<b>Last changed:</b> 17.04.2023						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KaB-aj	<b>Course name:</b> Digital Currencies and Blockchain (in English)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment - completion of the written assignment and in-class active participation: 30 points; b) final assessment - written test 70 points.	
<b>Learning objectives:</b> The student will: <ol style="list-style-type: none"> <li>1. Be able to describe the Byzantine Generals' Problem (a classical problem on how to achieve a single winning strategy involving various parties, some of which may be corrupted, untrusted, or may disseminate inaccurate information) and how do blockchains address this problem.</li> <li>2. Understand the basics of blockchain technology, i.e. cryptographic functions (hashes), the process of mining and issuance of new currency, various consensus mechanisms including the 'Proof-of-Work' consensus mechanism used in the Bitcoin Blockchain.</li> <li>3. Distinguish among various types and properties of centralized, decentralized and hybrid blockchains and ascertain which of them is suitable for what purposes.</li> <li>4. Understand how blockchain technology creates trust among untrusted parties and immutable entries, by linking/chaining blocks of information together (thus the concept of 'blockchain').</li> <li>5. Distinguish the basic characteristics and key metrics of Bitcoin and altcoins (alternative cryptocurrencies issued after Bitcoin) such as Ethereum, Litecoin, XRP, Bitcoin Cash etc. Many of these altcoins may have different properties, follow different protocols and have different uses.</li> <li>6. Learn how to transact and store cryptocurrencies, look-up and dissect real transactions in open blockchain networks.</li> <li>7. Dive-in to more technical aspects of the technology such as mining pools, segregated witness, lightning network, forks and smart contracts, their uses and challenges.</li> <li>8. Learn why this is an innovative technology and understand its potential to disrupt a number of other industries.</li> <li>9. Identify some of the industries that may be disrupted by this technology, such as financial institutions, health, real estate, supply chain, academia, and others, as well as describe blockchain-related use cases.</li> <li>10. Understand more advanced uses of the blockchain such as escrow services, asset registration, attestation, smart contracts, digital assets, tokenization, CBDCs, DeFi and others.</li> </ol>	



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

**Brief outline of the course:**

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

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

The course will consist of four general topics:

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

**Recommended literature:**

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

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

**Language of instruction:**

English

**Notes:student time load:**

120 hours

Combined study (P, S, K): 26 h. (2/0)

Self-study: 50 h.

Preparation of the project: 40 h.

Collection of data: 4 h.

**Course assessment**

The final number of assessed students: 8

A	B	C	D	E	FX(0)	FX(1)
25.0	12.5	0.0	12.5	0.0	50.0	0.0

**Instructor:** Ing. Ivan Sedliačik, PhD.

**Last changed:** 20.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_DS	<b>Course name:</b> Diploma Seminar
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> Report on the diploma thesis project (0-20 points), literature review (0-40 points) <b>b) final assessment:</b> 1st. chapter of diploma thesis (theoretical and methodological part) (0-40 points)	
<b>Learning objectives:</b> The student can: 1. define the object and subject of the research and on the basis of it process a literary search on the researched issue, 2. use the acquired knowledge in elaborating the diploma thesis syllabus, 3. formulate the main goal and partial goals of the diploma thesis, 4. propose appropriate research questions/hypotheses in connection with the researched issues, 5. identify and justify an appropriate research sample, appropriate methods of empirical research and methods of processing the obtained data, 6. apply adequate data collection methods and techniques, 7. evaluate the data obtained and interpret them adequately on the basis of appropriate quantitative and qualitative methods, 8. determine the appropriate methodological procedure for solving the diploma thesis, 9. use appropriate theoretical research methods in the elaboration of the diploma thesis, 10. create a design part of a diploma project in which he can take his own position on the researched issues.	
<b>Brief outline of the course:</b> Definition of the object and subject of the research. Elaboration of the diploma thesis syllabus. Formulation of the main goal and partial goals of the diploma thesis. Defining research questions/hypotheses. Determination and justification of the research sample, methods of empirical research, and methods of processing the obtained data. Methodical procedure for solving the diploma thesis. Theoretical methods of research.	
<b>Recommended literature:</b>	

1. Adequate literature corresponding to the subject and object of research with regard to the topic of the diploma project (literary search - 40 records from the latest domestic and foreign magazine and book literature); the selection is coordinated by the thesis supervisor.
2. ČERNÍK, V. – VICENÍK, J. 2011. Úvod do metodológie spoločenských vied. Bratislava: IRIS. 386 s. ISBN 978-80-89256-79-2.
3. Directive no. 9/2021 on final, rigorous and habilitation theses at the MBU in Banská Bystrica.
4. Directive of the Faculty of Economics, MBU S-02-21 - adjustment of written university theses, final theses and habilitation theses.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

120 hours:

combined study (Seminar, Consultations): 26

preparation of a project: 10

literature review: 20

elaboration of the 1st. seminar work: 64

**Course assessment**

The final number of assessed students: 75

abs	n
98.67	1.33

**Instructor:** prof. Ing. Vanda Maráková, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Kristína Pompurová, PhD.

**Last changed:** 26.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> DE_DPsO	<b>Course name:</b> Diploma Thesis with Defence
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> <b>Method of study:</b> combined	
<b>Number of credits:</b> 20	
<b>Recommended semester/trimester:</b> 3., 4..	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> writing and submitting the diploma thesis within the specified time <b>b) final assessment:</b> defence of the diploma thesis in front of the state exam board	
<b>Learning objectives:</b> 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.	
<b>Brief outline of the course:</b> Exploitation of the knowledge from the diploma seminar in the writing of 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.	
<b>Recommended literature:</b> 1. Directive # 9/2021 on theses and dissertations, rigorous theses and habilitation dissertations at Matej Bel University in Banská Bystrica. 2. Regulation S-02-21 Format of written qualification theses defended at Faculty of Economics, Matej Bel University in Banská Bystrica. 3. Scientific literature based on the topic of diploma thesis. 4. Katuščák, D. 2013. Ako písať záverečné a kvalifikačné práce. Bratislava : Enigma, 2013. ISBN 808-913-2454.	

5. Meško, D., Katuščák, D. Findra, J a kol. 2013. Akademická príručka. Chcete byť úspešní na vysokej škole? 3. vydanie. Martin: Osveta. 2013. ISBN 978-80-8063-392-9.

**Language of instruction:**

Slovak. English

**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: 39

A	B	C	D	E	FX(0)	FX(1)
43.59	25.64	15.38	12.82	2.56	0.0	0.0

**Instructor:**

**Last changed:** 26.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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



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

**Language of instruction:**

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

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

**Instructor:** Ing. Mariana Považanová, PhD.

**Last changed:** 19.03.2023

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

## Course Description

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

## Course Description

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

## Course Description

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

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

**Recommended literature:**

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

**Language of instruction:**

Slovak

**Notes:student time load:**

120 hours, of which:

Combined study (Lectures, Seminars, Consultations): 26

Self-study: 24

Field research and processing of seminar paper: 70

**Course assessment**

The final number of assessed students: 0

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

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

**Last changed:** 24.08.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

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

**Language of instruction:**

Slovak, English.

**Notes:student time load:**

120 hours.

**Course assessment**

The final number of assessed students: 60

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

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

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

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

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

## Course Description

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_FAPCR	<b>Course name:</b> Financial Analysis of Tourism Enterprises
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> Two continuous tests, both divided into two parts – theoretical and practical – each test evaluated with max. 20 points <b>b) final assessment:</b> Final written test with two parts – theoretical and practical – 20 points. Maximum number of points gained is 60. The minimum for passing the course is 65 % from all three tests in total.	
<b>Learning objectives:</b> After completion of the course, the student can: <ol style="list-style-type: none"> <li>1. explain the content of analysis in general and understand the methodological apparatus applicable in financial analysis of tourism enterprise,</li> <li>2. assess the overall financial situation of tourism enterprise, apply the procedure and methods of financial analysis in the management of tourism enterprise,</li> <li>3. differentiate between variable performance metrics in tourism enterprises, their measurement methods, their influence on financial situation, including variable applications of indicators and their interpretation,</li> <li>4. process financial and economic data, filter, sort and interpret it using proper quantification methodology or software tools, including adequate presentation techniques,</li> <li>5. perform an analysis of complex and partial quantitative results of the tourism enterprise, use basic mathematical and statistical methods and economic-mathematical models and explain the application of their results in tourism enterprises management,</li> <li>6. work out an analysis of basic production factors and make an economic interpretation of the results and implied effects,</li> <li>7. evaluate the position of the company at the market, apply its results into particular functional areas of tourism enterprises management.</li> </ol>	
<b>Brief outline of the course:</b> The content, objectives and procedures of the financial analysis. Methods of quantification of the determining factors. Tools and methods used in the financial analysis of a company. Internal and external information sources, their processing and presentation. Ex-post financial analysis and ex-ante financial analysis in tourism enterprises. Classification and causal analysis of liquidity, activity,	

debt, profitability and market value. Analysis of cross-relations between indicators. Analysis of quantitative results (sales, added value, costs, earnings, cash flow). Analysis of production factors in tourism enterprises (current assets, non-current assets, labour forces). Analysis of the position of an enterprise at the market (quantitative and qualitative). The use of the financial analysis results in the decision-making process and management of tourism enterprises.

**Recommended literature:**

LESÁKOVÁ, Ľ., ELEXA, Ľ., GUNDOVÁ, P. 2015. Finančno-ekonomická analýza podniku 1, Banská Bystrica: Ekonomická fakulta UMB. 142 s. ISBN 978-80-557-0982-6.  
 ELEXA, Ľ., GUNDOVÁ, P. 2019. Zbierka príkladov z finančno-ekonomickej analýzy podniku. Banská Bystrica: Ekonomická fakulta UMB. 140 s. ISBN 978-80-557-1538-4.  
 ZALAI, K. A KOL. 2016. Finančno-ekonomická analýza podniku. Bratislava: Sprint2, 2016. 482 s. ISBN 978-80-89710-225.  
 VOCHOZKA, M. 2020. Metody komplexního hodnocení podniku. Praha : Grada, 2020. 480 s. ISBN 978-80-2711-701-7.  
 KUČEROVÁ, J., ŠMARDOVÁ, Ľ. 2016. Podnikanie v cestovnom ruchu. Bratislava: Wolters Kluwer, 2016. 208 s. ISBN 978-80-8168-396-1.  
 POPESKO, B., PAPADAKI, Š. 2016. Moderní metody řízení nákladů. Praha: Grada Publishing, 2016. 264 s. ISBN 978-80-247-5773-5.  
 RŮČKOVÁ, P. 2015. Finanční analýza. 5. aktualizované vydání. Praha: Grada Publishing, 2015. 160 s. ISBN 978-80-24755-34-2.  
 ALEXANDER, J. 2018. Financial Planning & Analysis and Performance Management. Hoboken : John Wiley & Sons, 2018. 640 p. ISBN: †978-1119491484.  
 MAYES, T. R. 2020. Financial Analysis with Microsoft Excel, 9th edition. Boston : Cengage Learning, 2020. 560 p. ISBN : †978-0357442050.

**Language of instruction:**

Slovak

**Notes: student time load:**

student time load: 150 hours, including:  
 Combined study (L, S, C): 52 hours (L - 26 h.; S – 26 h.)  
 Self-study (study of Professional literature): 60 hours  
 Data processing and evaluation: 20 hours  
 Work with legislation and information databases: 18 hours

**Course assessment**

The final number of assessed students: 27

A	B	C	D	E	FX(0)	FX(1)
3.7	18.52	55.56	14.81	3.7	3.7	0.0

**Instructor:** doc. Ing. Ľuboš Elexa, PhD.

**Last changed:** 19.12.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_TH	<b>Course name:</b> Game Theory
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: written test – 50 points (theory and applications of zero-sum 2-player games) b) final assessment: written test – 50 points (theory and applications of non-zero-sum 2-player games and n-player games) Re-sit written test - 100 points (all topics of the syllabus)	
<b>Learning objectives:</b> 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.	
<b>Brief outline of the course:</b> 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.	
<b>Recommended literature:</b> 1. FELLNEROVÁ, P., ZIMKA, R. 2000. Lineárne programovanie v ekonómii. Banská Bystrica: Ekonomická fakulta Univerzity Mateja Bela v Banskej Bystrici, 2000. ISBN 978-80-8055-453-6. 2. GOGA, M. 2013. Teória hier, Bratislava, Iura Edition 2013. ISBN 978-80-8078-613-7.	

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

**Language of instruction:**

slovak

**Notes:student time load:**

120 hrs

combined study (lectures, seminars, consultations): 26

self-study:68

homeworks: 26

**Course assessment**

The final number of assessed students: 1

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

**Instructor:** RNDr. Mária Grausová, PhD.

**Last changed:** 24.10.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

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

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

## Course Description

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

## Course Description

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_ISvCR2	<b>Course name:</b> Information Systems in Tourism 2
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> written exam in a form of case studies (0-30 points) <b>b) final assessment:</b> working with selected global distribution system, data analysis from economic databases in table processor and business analytics application, working with selected geographic information systems (0-70 points)	
<b>Learning objectives:</b> Student: 1. applies the acquired knowledge and skills in working with information systems at the middle and top management level in tourism businesses and tourist destinations, 2. is capable of performing advanced operations with global distribution systems, business intelligence systems and geographic information systems; 3. applies the acquired knowledge in managerial activities in tourism businesses and destinations, 4. is able to use processed outputs from information systems for strategic management of businesses and tourism destinations, 5. evaluates the possibilities of applying the latest trends in information technologies in the tourism development, 6. creates the basis for assessing the impact of information technologies on the sustainable tourism development.	
<b>Brief outline of the course:</b> Application and trends in tourism information technologies. Central reservation systems and global distribution systems. Business intelligence systems and their application in tourism. Geographic information systems in tourism. Intelligent information systems in tourism. The impact of information technology on the sustainable tourism development.	
<b>Recommended literature:</b> 1. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., MARČEKOVÁ, R. 2017. Informačné technológie v cestovnom ruchu. Bratislava: Wolters Kluwer. ISBN 9788081685873	

2. KLAUČO, M. a kol. 2014. Geografické informačné systémy 1. Banská Bystrica: Belianum. ISBN
3. HOFIERKA, J., KAŇUK, J., GALLAY, M. 2014. Geoinformatika. Košice: UPJŠ. ISBN 978-80-557-0679-5
4. POUR, J. 2018. Self Service Business Intelligence. Praha: Grada. ISBN 9788027106165
5. GAJDOŠÍK, T. 2018. Towards a conceptual model of intelligent information system for smart tourism destinations. In Software engineering and algorithms in intelligent systems. Cham : Springer Nature. s. 66 –74. ISBN 978-3-319-91185-4
6. BENCKENDORFF, P., XIANG, Z., SHELDON, P., 2019. Tourism Information Technology. Oxfordshire: CABI. ISBN 9781786393432

**Language of instruction:**

Slovak, English

**Notes:student time load:**

150 hours, out of which

Combined study (Lectures, Seminars, Consultations): 39

Self-study: 52

other: mastering work in the selected information systems: 59

**Course assessment**

The final number of assessed students: 121

A	B	C	D	E	FX(0)	FX(1)
38.02	29.75	18.18	10.74	1.65	0.83	0.83

**Instructor:** doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Radka Marčeková, PhD., Ing. Jolana Gubalová, PhD., Ing. Zuzana Rigová, PhD.

**Last changed:** 23.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_IvCR	<b>Course name:</b> Innovations in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> data collection, development of a case study and its presentation (0-40 points) <b>b) final assessment:</b> written exam (0-60 points)	
<b>Learning objectives:</b> The student can: <ol style="list-style-type: none"> <li>1. on the basis of the acquired knowledge apply the approaches to innovation in tourism in terms of market requirements, existing resources and destination,</li> <li>2. apply and develop skills in creating product, process, managerial and institutional innovation in enterprises and target sites,</li> <li>3. evaluate ideas and sources of innovation, with particular regard to international trends in demand for tourism,</li> <li>4. is capable of/and plans seek to mobilize private and public sources of financing innovation in small and medium-sized enterprises and tourist destination,</li> <li>5. evaluate the benefits of innovation in tourism from the demand side (visitors for tourism) and supply (private and public sector),</li> <li>6. take a constructive attitude towards evaluating proposed or implemented innovations in economic theory and practice in tourism in the international context.</li> </ol>	
<b>Brief outline of the course:</b> <ol style="list-style-type: none"> <li>1. Innovations in economic theory, importance and essence of innovations in tourism</li> <li>2. Trends in tourism</li> <li>3. Specifics of innovations in tourism</li> <li>4. Innovations in tourism businesses</li> <li>5. Innovations in tourism destinations</li> <li>6. The process of innovation</li> <li>7. Risk management and measurement of innovation</li> <li>8. National and international innovation framework</li> <li>9. Financing and support for innovation</li> </ol>	

10. Awards for innovation  
11. Benefits of innovation in tourism

**Recommended literature:**

1. GAJDOŠÍKOVÁ, Z. 2017. Inovácie v cestovnom ruchu. Banská Bystrica: Belianum. ISBN 9788055712307
2. LAMENT, M., WOLAK-TUZIMEK, A., MARÁKOVÁ, V., KRIŠTOFÍK, P. 2020. Innovation in selected sectors of the economy. Radom: Publishing House Kazimierz Pulaski University of Technology and Humanities in Radom, 2020. ISBN 78-83-7351-894-0
3. GÚČIK, M. 2012. Inovácie v cestovnom ruchu ako predpoklad konkurencieschopnosti. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta. In Folia Turistica 2. ISBN 978-80-557-0351-0
4. HJALAGER, A. M., 2010. A review of innovation research in tourism. In Tourism Management. 2010, roč. 31, č. 1, s. 1 – 12. ISSN 0261-5177
5. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., MARÁKOVÁ, V., BORSEKOVÁ, K. 2017. Innovations and networking fostering tourist destination development in Slovakia. In Quaestiones Geographicae. Poznań: Wydawnictwo Naukowego Uniwersytetu im. Adama Mickiewicza w Poznaniu, 2017. ISSN 2082-2103. Vol. 36, no. 4 (2017), pp. 103-115
6. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., MARÁKOVÁ, V., FLAGESTAD, A. Destination structure revisited in view of the community and corporate model In Tourism Management Perspectives. Amsterdam: Elsevier B.V., 2017. ISSN 2211-9736. No. 24 (2017), pp. 54-63
7. RATTEN, V. 2020. Tourism innovation : technology, sustainability and creativity. Abingdon, Oxon: Routledge. ISBN 978-0-367-07789-1
8. SIGALA, M., RAHIMI, R., THELWALL, M. 2019. Big data and innovation in tourism, travel, and hospitality : managerial approaches, techniques, and applications. Singapore: Springer. ISBN 978-981-13-6341-2
9. GRY, A., ALSOS, A., EIDE, D., MADSEN, E. L. 2014. Handbook of research on innovation in tourism industries. ISBN 978-1-78254-840-9

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 52  
Self-study: 58  
Project preparation: 40  
Data collection: 30

**Course assessment**

The final number of assessed students: 75

A	B	C	D	E	FX(0)	FX(1)
28.0	21.33	22.67	13.33	13.33	1.33	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., Ing. Zuzana Gajdošíková, PhD.

**Last changed:** 26.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MPvCR	<b>Course name:</b> International Entrepreneurship in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> data collection, development of a case study and its presentation (0-50 points) <b>b) final assessment:</b> written exam (0-50 points)	
<b>Learning objectives:</b> The student can: 1. identify the position of Slovakia in international tourism, in particular in EU market, 2. identify the European business environment in tourism, its legal and financial framework and system of payment, 3. apply the principles of general agreement on trade and services in tourism, 4. assess the advantages and disadvantages of organizational forms of multinational corporations in the tourism market, including the aspect of their code of conduct, 5. assess the contribution of multinational corporations to the development of tourism in Slovakia, the development of the region and the economy of the state, 6. identify the advantages and disadvantages of membership in multinational corporations on the basis of franchising, management agreements, membership in a voluntary association and make recommendations for the business sector.	
<b>Brief outline of the course:</b> 1. Dynamics of development of international tourism 2. Legal security of international tourism. 3. Foreign exchange and financial relations in international tourism. International payments and its means in tourism. 4. International cooperation in tourism. 5. European business environment in tourism. 6. International business with services; 7. General Agreement on Trade in Services (GATS). 8. Crisis communication in international tourism.	

9. Globalization of the world tourism market; foreign market entry (direct and indirect investment), strategic partnerships; alliances; joint venture; multinational corporations in tourism; code of conduct.
10. The most common forms of membership in multinational organizations (franchising, management agreement, voluntary association, real estate rental, real estate ownership).
11. Evaluation of the contribution of multinational organizations to the development of tourism and the state economy.

**Recommended literature:**

1. PALATKOVÁ, M. 2014. Mezinárodní turismus. Praha: Grada Publishing. ISBN 9788024748627
2. HALL, S. A. 2015. European business environment: doing business in the EU. Abingdon, Oxfordshire: Routledge. ISBN 978-1-138-13444-7
3. BROOKES, M., ROPER, A. 2012. Realising plural-form benefits in international hotel chains. In Tourism Management, roč. 33, 2012, č. 3, s. 580–591. ISSN 0261-5177
4. ToSEE - Tourism in Southern and Eastern Europe 2019 : 5th international scientific conference : conference proceedings. Volume 5, Creating innovative tourism experiences: the way to extend the tourist season. Opatija : University of Rijeka, 2019. 802 s. : ISSN 1848-4050
5. The Travel & Tourism Competitiveness Report 2019. World economic forum. Geneva. ISBN 13: 978-2-940631-01-8
6. OECD. Baseline for international tourism. <http://www.oecd.org/cfe/tourism/>
7. UNWTO. Tourism Highlights, annual editions. [www.unwto.org](http://www.unwto.org)

**Language of instruction:**

Slovak, English

**Notes:student time load:**

150 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 26  
 Self-study: 54  
 Project preparation: 40  
 Data collection: 30

**Course assessment**

The final number of assessed students: 80

A	B	C	D	E	FX(0)	FX(1)
22.5	27.5	26.25	15.0	6.25	2.5	0.0

**Instructor:** Ing. Zuzana Gajdošíková, PhD.

**Last changed:** 24.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_UdESSAP	<b>Course name:</b> Introduction to SAP
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) Continuous assessment: seminar work - 60 points b) Final assessment: test - 40 points	
<b>Learning objectives:</b> Upon completion of the course, the student: 1. Is able to analyze and graphically represent organizational structures of individual types of legal entities (small and large - national and multinational) from the perspective of economic information system . 2. Is able to identify, describe, analyse and visualise business processes in a selected software tool. 3. Can apply theoretical knowledge of business economics (mainly accounting, financial management, logistics, ...) in defining the content of basic and additional functionalities of the economic IS (financial accounting, controlling, logistics, human resources,...). 4. Is able to understand the "SAP system landscape", to design a SAP implementation project in an enterprise.	
<b>Brief outline of the course:</b> Introduction to the SAP economic system - categorization of companies from the point of view of economic information systems and visualization of their organizational structures according to the requirements of the economic information system, economic processes, their categorization and visualization. Explain the basic, additional and specific functionalities of economic information system, coverage of process areas by functionalities of the economic information system. Familiarization with SAP SDU (Slovak Demo University) system setup, system landscape. Basic user control and administration, working with master records.	
<b>Recommended literature:</b> 1. KRIŠTOFÍK, P. et al. 2010. Podnikové financie. Banská Bystrica: Duma BB, 2010. ISBN 978-80-967833-6-X. 2. KRIŠTOFÍK, P., SAXUNOVÁ, D., ŠURANOVÁ, Z., 2011. Finančné účtovníctvo a riadenie s aplikáciou IAS/IFRS. Bratislava: Iura Edition, 2011. 803 s. ISBN 978-80-8078-396-9 3. ANDERSON, G. 2012. Naučte se SAP za 24 hodín. Brno : Computer Press, 2012. ISBN 978-80-251-3685-0. 4. PATEL, M. 2010. SAP ERP Financials. Brno: Computer Press, 2010. 453 s.	

ISBN 978-80-251-2488-8 5. MAASEN, 2007. Maasen A., Schoenen M., Frick D., Gadatsch A.: SAP R/3, Kompletní průvodce. Brno – Computer Press. 2007. 1.vydanie. ISBN 978-80-251-1750-7 6. SAP Learning Hub, www.sap.sk. 7. On line tútoriály a dokumentácia k systému SAP: <a href="http://help.sap.com/">http://help.sap.com/</a> 8. Ekonomický systém SAP SDU a dokumentácia k finančnému systému SOFIA						
<b>Language of instruction:</b> Slovak						
<b>Notes:student time load:</b> 120 hours out of which Combined study (Seminars, Consultations): 26 / Self-study and solution of given tasks: 44 / Elaborating seminar work: 50						
<b>Course assessment</b> The final number of assessed students: 35						
A	B	C	D	E	FX(0)	FX(1)
85.71	2.86	0.0	0.0	0.0	2.86	8.57
<b>Instructor:</b> Ing. Igor Kollár, PhD., Ing. Peter Laco, PhD.						
<b>Last changed:</b> 16.03.2023						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_InOb	<b>Course name:</b> Investment Trades
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: b) final evaluation: final test: 100 %	
<b>Learning objectives:</b> After completing the course, student: 1. know the different asset classes and investment opportunities in the financial market, 2. be able to recognise and identify the riskiness of different investment asset classes as well as current investment trends (ESG investing), 3. can place trade orders to buy or sell ETFs via their preferred trading platform (broker) in the case of regular savings or one-off investments, 4. be able to critically assess and evaluate the information and data needed to make investment decisions.	
<b>Brief outline of the course:</b> Financial and investment literacy. Investing in corporate bonds and current trends. Central bank interest rates and their impact on investment. Factors influencing investment. Shares and the stock market. Bull and bear markets. Characteristics of hedge funds. Warren Buffett's personality and investments. Choosing the right broker as a basis for good investing. Preferred trading platforms used by investors for investing. Collective investment and characteristics of mutual funds. Investing through ETFs in practice. Definition of selected world stock indices (S&P500, Nasdaq100, MSCI World, STOXX Europe...). Current trends in investment-ESG (Environmental, Social and Governance).	
<b>Recommended literature:</b> 1. GRAHAM, B. – ZWEIG, J. 2008. Inteligentní investor. Grada Publishing, Praha, 2008, ISBN 978-80-247-1792-0. 2. GLADIŠ, D. 2021. Akciové investice. Grada Publishing, Praha, 2021. 216 s. ISBN 9788027131228. 3. PINTER, L. – MEŠŤAN, M. 2020. Kolektívne investovanie. Belianum UMB, Banská Bystrica. 2020, 126 s. ISBN: 978-80-557-1711-1. 4. MEŠŤAN, M. – PINTER, L. 2022. Kolektívne investovanie a sporenie na dôchodok. Belianum UMB, Banská Bystrica. 2022	

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

**Language of instruction:**

Slovak

**Notes: student time load:**

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

Self-study: 10 hours

Preparation of seminar paper/project and presentation:

Data collection:

**Course assessment**

The final number of assessed students: 95

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

**Instructor:** Ing. Ľubomír Pintér, PhD.

**Last changed:** 27.10.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

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



## Course Description

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MVaHPnS	<b>Course name:</b> Macroeconomic Development and Economic Policy in Slovakia (in cooperation with the NBS)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Written exam - 100 points	
<b>Learning objectives:</b> 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.	
<b>Brief outline of the course:</b> 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	
<b>Recommended literature:</b> 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	
<b>Language of instruction:</b> slovak	
<b>Notes:student time load:</b> 120 hodín	

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

## Course Description

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

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

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

### **Learning objectives:**

Student:

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

### **Brief outline of the course:**

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

### **Recommended literature:**

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

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

**Language of instruction:**

English

**Notes:student time load:**

150 hours

combined study (L, S): 52

self-study: 83

information collection: 15

**Course assessment**

The final number of assessed students: 341

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

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

**Last changed:** 24.10.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MIS	<b>Course name:</b> Management Information Systems
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Successful completion of 2 practical tests in the field of MIS. <b>a) continuous assessment:</b> practical test 1: 50 marks <b>b) final assessment:</b> practical test 2: 50 marks	
<b>Learning objectives:</b> After successfully completing the course, the student: <ol style="list-style-type: none"> <li>1. can assess the appropriateness of deploying a certain management information system in the environment of a specific organization,</li> <li>2. can use the knowledge and skills acquired in the course to analyze data from large economic-oriented databases,</li> <li>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,</li> <li>4. is able to create business analyzes using OLAP technology and present the achieved results,</li> <li>5. is able to obtain non-trivial, hidden and potentially useful information from the analyzed data, 6.</li> <li>is able to assess the possibilities of new information technologies and to implement them in practice in an appropriate way.</li> </ol>	
<b>Brief outline of the course:</b> 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.	
<b>Recommended literature:</b> 1. LACKO, L.: Business Intelligence v SQL Serveru 2008, Brno: Computer Press, 2009. ISBN 978-80-251-2887-9.	

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

**Language of instruction:**

Slovak, English

**Notes: student time load:**

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

**Course assessment**

The final number of assessed students: 25

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

**Instructor:** Ing. Jolana Gubalová, PhD.

**Last changed:** 02.11.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

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

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

**Recommended literature:**

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

**Language of instruction:**

Slovak/Czech

**Notes: student time load:**

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

**Course assessment**

The final number of assessed students: 75

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

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

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MIFEU	<b>Course name:</b> Management of EU funds' Implementation
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> Processing of 2 assignments in the specified terms during the semester. For each assignment, you can get max. 50 points. <b>b) final assessment:</b> does not apply	
<b>Learning objectives:</b> 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+.	
<b>Brief outline of the course:</b> EU cohesion policy and its framework - introduction to the issue (definitions, programming periods and a brief description of basic terms), Programming period 2014-2020 (basic documents and basic thematic objectives of the SSR and Partnership Agreements of the Slovak Republic 2014-2020, OP and their characteristics, allocations) , The management system at the strategic level and OP level (the structure of bodies at the level of the SR SR and PD SR and at the level of the OP itself, the characteristics and competences of the CKO, RO, SORO, CO, PJ, OA, MV and NMV bodies) and the financial management system ( structure of financial management bodies, financing from the SF and KF and EŠIF, system of financial flows at the national level, irregularities), implementation of OP - calls for submission of ZoNFP (written calls for national projects, preparation of project objectives, ITMS and ITMS2014+, conditions of eligibility), Implementation OP - applications for a non-refundable financial contribution (ZoNFP form, project description, project budget, ZoNFP appendices, submission and receipt of ZoNFP - demand-oriented project ty, national projects), Implementation of OP - evaluation (evaluation process of ZoNFP demand-oriented projects/national projects - evaluation of challenges, process of formal control - KFS and PFK, professional evaluation and selection of ZoNFP, preparation of Agreement	

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

**Recommended literature:**

SR and EU documents

**Language of instruction:**

Slovak

**Notes: student time load:**

120 hours, of which:  
 combined study (P, S, K): 26  
 self-study: 50  
 task processing: 20  
 collection of information: 24

**Course assessment**

The final number of assessed students: 63

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

**Instructor:** doc. Ing. Radoslav Kožiak, PhD.

**Last changed:** 22.10.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MOPvCR	<b>Course name:</b> Management of Organized Events in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> preparation and presentation of project (0-70 points) <b>b) final assessment:</b> written exam (0-30 points)	
<b>Learning objectives:</b> The student can: 1. use the knowledge of events management to judge and solve problems of chosen events, 2. look up, process and analyze information about chosen organized events from different sources and carry out a survey of demand for chosen organized events, 3. judge economic and non-economic effects of chosen organized events on tourist destination as well as potential risks of organized events in the phase of their preparation and realization, 4. assess the choice of target groups of chosen organized events, the way of product distribution and marketing communication on the market, 5. create a project of the product of an organized event, its marketing communication and address potential sponsors of the event.	
<b>Brief outline of the course:</b> Organized events in tourist destination (events as attractiveness of destination, classification of organized events, stakeholders). Management of organized events in tourism destination (planning, organizational, personnel and financial support, event timetable). The product of organized events and its position on the tourism market. Logistic support of the organized event. The evaluation of the effects of organized events.	
<b>Recommended literature:</b> 1. CUFFY, V., BAKAS, F., COETZEE, W. 2021. Events Tourism. Critical Insights and Contemporary Perspectives. Routledge. ISBN 978-03-673-6167-9	

2. POMPUROVÁ, K. 2014. Organizované podujatia ako nástroj dynamizácie cestovného ruchu. Banská Bystrica: Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici – Belianum. ISBN 978-80-557-0779-2
3. POMPUROVÁ, K., GÚČIK, M. 2015. Manažment organizovaných podujatí v cestovnom ruchu. Banská Bystrica: Vydavateľstvo Univerzity Mateja Bela - Belianum. ISBN 978-80-557-0990-1
4. WISE, N., HARRIS, J. 2019. Sport, Events, Tourism and Regeneration. Routledge. ISBN 978-03-673-6895-1

**Language of instruction:**

Slovak, English

**Notes:student time load:**

150 hours, out of which  
 combined study (lecture, seminar, consultations): 39  
 self-study: 36  
 project preparation: 65  
 collection of data: 10

**Course assessment**

The final number of assessed students: 23

A	B	C	D	E	FX(0)	FX(1)
73.91	17.39	8.7	0.0	0.0	0.0	0.0

**Instructor:** prof. Ing. Kristína Pompurová, PhD., Mgr. Ivana Šimočková, PhD.

**Last changed:** 23.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

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

**Language of instruction:**

slovak

**Notes:student time load:**

120 hours

Combined form (Lecture, Seminar, Consultation) 26

Self – study: 50

Preparation of the project: 34

Project presentation: 10

**Course assessment**

The final number of assessed students: 213

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

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

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

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

## Course Description

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

## Course Description

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_PrMvCR	<b>Course name:</b> Process Management in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> Elaboration of seminar paper and its presentation (0-40 points) <b>b) final assessment:</b> Written exam (0-60 points)	
<b>Learning objectives:</b> The student can: <ol style="list-style-type: none"> <li>1. identify processes in businesses and design process maps,</li> <li>2. apply appropriate methods to measure and evaluate processes based on process approach while using software tools,</li> <li>3. work in changed circumstances in a flexibly and creative manner and respond strategically to new situations,</li> <li>4. judge the hierarchy, content, and particularities of processes in services companies and target destinations,</li> <li>5. critically evaluate factors and niches in process management whole using appropriate methods based on process approach,</li> <li>6. identify processes and create process maps, measure the performance of processes, stimulate, optimize and improve processes.</li> </ol>	
<b>Brief outline of the course:</b> The basics of business process management, functional versus process management, principles and components of the process managed company and target destination. Methods based on process approach – reengineering of processes, constant improvement of processes, activity-based costing, balanced scorecard, management of value chain, benchmarking, knowledge management, internal relations management, customer relations management, supplier relations management, six sigma, key abilities, outsourcing. Business intelligence. Content of business process management, identification of processes, creation of process maps, measurement and evaluation of processes, improvement of processes; the use of software tools. Model and components of a process managed company and destination; implementation of business process management.	

**Recommended literature:**

1. PAPULOVÁ, Z., PAPULA, J., OBORILOVÁ, A. 2014. Procesný manažment. Bratislava: KARTPRINT. ISBN 978-80-89553-23-5.
2. FIŠER, R. 2014. Procesní řízení pro manažery. Praha: Grada Publishing. ISBN 978-80-247-5038-5.
3. ZÁVADSKÁ, Z., KORENKOVÁ, V. 2017. Procesný manažment - teória a prax. Bratislava: Wolters Kluwer. ISBN 978-80-8168-554-5.
4. JESTON, J. 2018. Business Process Management. Londýn: Taylor & Francis. ISBN 978-11-3873-840-9.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

150 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 39  
Self-study: 60  
Preparation and presentation of seminar paper: 40  
Information gathering: 11

**Course assessment**

The final number of assessed students: 78

A	B	C	D	E	FX(0)	FX(1)
46.15	20.51	17.95	8.97	5.13	1.28	0.0

**Instructor:** doc. Ing. Ľubica Šebová, PhD., Ing. Klára Chovanová

**Last changed:** 24.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_PMVCR	<b>Course name:</b> Project Management in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> work on case studies focused on various projects in tourism businesses as well in destination management organizations (0-20 points), written exam (0-30 points) <b>b) final assessment:</b> elaboration and presentation of a selected project plan, as a result of team work (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. use the knowledge in the implementation of projects in business practice, in the management of project teams in tourism businesses, in destination management organizations, as well as in the international corporations,</li> <li>2. is able to orientate in grants from public funding,</li> <li>3. applies knowledge to develop its own project plan focused on tourism,</li> <li>4. evaluates its own project plan using selected indicators,</li> <li>5. create and defend a team project plan focused on tourism,</li> <li>6. is able to use selected software programmes during project processing.</li> </ol>	
<b>Brief outline of the course:</b> Introduction to project management (development, forms and assumptions of success of project management, project specification in tourism). Teamwork in project management (subjects in team management, teamwork, the personality of the team manager, behavioral competencies and communication of project manager in tourism). Legal aspects of project creation. Methods and techniques of project management (network analysis methods, Gantt chart, multiprojection and diagrams, team analysis and problem solving, logical framework method, selected stochastic methods, software support for project management in tourism). Project financing (sources of financing, methods of evaluating the effectiveness of projects, risk analysis). Project management organization (models of organizational structures of project management). Project management processes in tourism (project life cycle, system aspects and problems of project management implementation in tourism). Initiation of the project (principles of project preparation, feasibility study of the project, starting point of the project). Project planning (main project documents,	

work schedule, timetable, budget and other parts of the project plan). Implementation, control and completion of the project (content of implementation processes, project control, monitoring, evaluation and completion of the project). Project management in specific conditions of tourism businesses (project management in small and medium-sized enterprises, in international corporations and intercultural environments, PPP projects). Project management in tourism and EU funding.

**Recommended literature:**

1. PROJECT MANAGEMENT INSTITUTE. 2021. A Guide to the Project Management Body of Knowledge. Newton Square: Project management institute. ISBN 9781628256642
2. KŘIVÁNEK, J. 2019. Dynamické vedení a řízení projektů. Praha: Grada Publishing. ISBN 9788027104086
3. SVOZILOVÁ, A. 2016. Projektový management. Praha: Grada Publishing. ISBN 9788027100750
4. DOLEŽAL, J. a kol. 2012. Projektový management podle IPMA. Praha: Grada Publishing. ISBN 9788024742755
5. MAJTÁN, M. 2009. Projektový manažment. Bratislava: Ekonóm. ISBN 978-80-89393-05-3

**Language of instruction:**

Slovak, English

**Notes:student time load:**

150 hours, out of which:  
Combined study (Lectures, Seminars, Consultations): 52  
Self-study: 20  
Collecting data: 18  
Working on project: 60

**Course assessment**

The final number of assessed students: 64

A	B	C	D	E	FX(0)	FX(1)
67.19	26.56	4.69	0.0	1.56	0.0	0.0

**Instructor:** doc. Ing. Ľubica Šebová, PhD., Ing. Diana Kvasnová, PhD.

**Last changed:** 01.12.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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



## Course Description

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

**Course assessment**

The final number of assessed students: 32

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

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MKaVsZvCR	<b>Course name:</b> Quality Management and Customer Relationship Management in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> data collection, development of a case study and its presentation (0-40 points) <b>b) final assessment:</b> written exam (0-60 points)	
<b>Learning objectives:</b> The student can: 1. use the acquired knowledge to evaluate and apply quality systems in service organizations and destinations in tourism, 2. analyze quality of services in tourism and destinations, on basis of standard methods and techniques, 3. propose suitable systems of quality management with regard to the character of the provided services while respecting the process management and the quality systems, 4. based on the analysis can develop requirements for the application of quality standards in tourism in the Slovak Republic, 5. understand and apply the basic methods of evaluation of customer satisfaction in tourism, and suggest recommendations for creating customer value, 6. is ready to build customer relationships and create loyalty programs for individual and institutional customers in various service organizations and tourism destinations.	
<b>Brief outline of the course:</b> 1. Service and its quality in tourism; particularities of the quality of the destination. 2. Quality management systems in tourism; quality system at the destination. 3. Approaches of international organizations and the EU to quality in tourism. 4. Quality systems in tourism in selected European countries (Switzerland, Spain, Slovakia). 5. Measuring the quality of services in tourism. 6. Costs and economics of service quality. 7. Customer satisfaction in tourism. 8. Complaint as a measure of customer satisfaction. 9. Value for customer and customer value.	

10. The influence of employees on customer satisfaction in tourism.
11. Building customer relationships in tourism (CRM).
12. Loyalty programs for individual and institutional customers.

**Recommended literature:**

1. GÚČIK, M. - GAJDOŠÍK, T. - LENCSESOVÁ, Z. 2016. Kvalita a spokojnosť zákazníka v cestovnom ruchu. Bratislava: Wolters Kluwer. ISBN 978-80-8168-350-3
2. KUČEROVÁ, J., GAJDOŠÍK, T., ELEXOVÁ, L. 2020. Tourism development and policy in Slovakia. In Tourism development in post-soviet nations : from communism to capitalism. - 1. vyd. - London: Palgrave Macmillan. ISBN 978-3-030-30714-1
3. RAŠOVSKÁ, I., RYGLOVÁ, K. 2017. Management kvality služieb v cestovnom ruchu. Praha: Grada. ISBN 978-80-247-5021-7
4. INDROVÁ, J., HOUŠKA, P., PETRU, Z. 2011. Kvalita ve službách cestovního ruchu. Praha: Vysoká škola ekonomická. ISBN 978-80-245-1766-7
5. EUROPEAN COMMISSION. 2014. European Tourism Quality Principles. Dostupné na internete: [www.europa.eu](http://www.europa.eu)
6. HOYLE, D. 2011 Quality management essentials. Oxon: Routledge Taylor & Francis Group. ISBN 978-0-75-066786-9

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 52  
 Self-study: 58  
 Project preparation: 40  
 Data collection: 30

**Course assessment**

The final number of assessed students: 77

A	B	C	D	E	FX(0)	FX(1)
25.97	33.77	16.88	14.29	5.19	3.9	0.0

**Instructor:** doc. Ing. Andrej Malachovský, PhD., Ing. Zuzana Gajdošíková, PhD., Mgr. Kristína Medeková

**Last changed:** 24.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_KaKVvCR	<b>Course name:</b> Quantitative and Qualitative Research in Tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Practical <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> practical exam from application of selected quantitative and qualitative research methods (0-50 points) <b>b) final assessment:</b> written exam from the theoretical part (0-50 points)	
<b>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. is able to formulate the aim, research questions and research hypotheses,</li> <li>2. assess the appropriateness of using secondary and primary data collection methods,</li> <li>3. identifies the population in the context of the researched problem and evaluates the representativeness of the research sample,</li> <li>4. uses appropriate quantitative and qualitative research methods for solving a specific research problem,</li> <li>5. creates simple models enabling the analysis of selected indicators in time,</li> <li>6. applies the acquired skills in preparing a research report</li> </ol>	
<b>Brief outline of the course:</b> Characteristics of research in tourism. Importance and peculiarities of qualitative research. Quantitative research and its use in tourism. Beginning of the research process. Population and research sample. Secondary data sources in tourism. Primary data sources in tourism. Quantitative research methods - descriptive statistics and visualization of ordinal and quantitative data, correlation analysis, hypothesis testing, introduction to time series analysis, introduction to selected multidimensional statistical methods. Qualitative research methods - content analysis, thematic analysis. Selected applications of quantitative and qualitative research in tourism.	
<b>Recommended literature:</b> 1. BAGGIO, R., KLOBAS, J. 2017. Quantitative methods in tourism: A handbook. Bristol: Channel View Publications. ISBN 978-1-84541-618-8	

2. HILLMAN, W., RADEL, K. 2018. Qualitative methods in tourism research: Theory and practice. Bristol: Channel View Publications. ISBN 978-1-845441-639-3
3. KAŠČÁKOVÁ, A., NEDELOVÁ, G. 2010. Štatistické metódy pre spoločenské a humanitné vedy. Banská Bystrica: UMB. ISBN 978-80-557-0345-9
4. ŘEZANKOVÁ, H. 2011. Analýza dat z dotazníkových šetření. Praha : Professional Publishing. ISBN 978-80-7431-062-1
5. KRÁL, P. a iní. 2009. Viacrozmerné štatistické metódy so zameraním na riešenie problémov ekonomickej praxe. Banská Bystrica : Univerzita Mateja Bela, Ekonomická fakulta. ISBN 978-80-8083-840-9
6. HYNDMAN, R. J., ATHANASOPOULOS, G. 2021. Forecasting: Principles and practice. 3rd edition. OTexts. ISBN 978-0-98750-713-6

**Language of instruction:**

Slovak, English

**Notes:student time load:**

150 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 52  
 Self-study: 128

**Course assessment**

The final number of assessed students: 76

A	B	C	D	E	FX(0)	FX(1)
11.84	32.89	26.32	13.16	6.58	3.95	5.26

**Instructor:** prof. Ing. Vanda Maráková, PhD., doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Alena Kaščíková, PhD., Ing. Mária Kanderová, PhD.

**Last changed:** 24.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

**Course assessment**

The final number of assessed students: 30

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

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



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_SLF2	<b>Course name:</b> Slovak for Foreigners 2
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 2., 4.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
<b>Learning objectives:</b> Student can: 1. provide basic information about the city/village of their residence 2. describe their university 3. explain the ways of shopping 4. express the differences between the means of transport 5. present typical local meals 6. know and respect cultural specific features of the countries in an international environment	
<b>Brief outline of the course:</b> The course is designed for the students who wish to continue at the beginner's level. It is the second part of the Slovak Language course for beginners at A1 level of CEFR (Common European Framework for Languages). Contents: House/apartment interior. Orientation in a city and at the university. Shopping. Travelling and means of transport. Eating out – restaurant menu, names and preparation of meals. Grammar – other categories of verbs and their conjugation, nouns and their declension, adjectives and prepositions of place. Slovakia in an intercultural context – habits, traditions, arts.	
<b>Recommended literature:</b> 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
<b>Language of instruction:</b> English	
<b>Notes:student time load:</b> 120 hours combined study (L, S, C): 26 self-study: 54 assignments: 40	

**Course assessment**

The final number of assessed students: 9

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

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_SLF3	<b>Course name:</b> Slovak for Foreigners 3
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
<b>Learning objectives:</b> Student can: <ol style="list-style-type: none"> <li>1. provide basic information about Slovakia</li> <li>2. describe travelling by train and by plane</li> <li>3. explain the health problem at the doctor's</li> <li>4. express the differences between means of transport</li> <li>5. present typical leisure activities in the form of presentation</li> <li>6. know and respect cultural specificities of countries in an international environment</li> </ol>	
<b>Brief outline of the course:</b> This course is designed for students who already have the basics of the Slovak language. It is the first part of the Slovak language course at A2 level of the Common European Framework of Reference for Languages (CEFR). Contents: Basic information about Slovak life and culture. Favourite leisure activities. Travelling and means of transport – the railway station and the airport. Human body and the visit at the doctor. Grammar – verb categories and their conjugation, nouns and their declension, possessive pronouns, adverbs and comparison, conditional clauses. Slovakia in an intercultural context - Christmas customs and traditions in Slovakia and other countries.	
<b>Recommended literature:</b> 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
<b>Language of instruction:</b> English	
<b>Notes:student time load:</b> 120 hours combined study (L, S, C): 26 self-study: 54	

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_SLF4	<b>Course name:</b> Slovak for Foreigners 4
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Seminar <b>Course type:</b> C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester:</b> 4.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: writing 0-30 points speaking 0-30 points b) final assessment: final testing of all language skills 0-40 points	
<b>Learning objectives:</b> Student can: 1. provide basic information about Slovak tourist destinations 2. describe family and family relations 3. explain principles of phone calls and correspondence 4. present popular summer festivals in the form of presentation 5. distinguish between male and female roles 6. know and respect cultural specific features of countries in an international environment	
<b>Brief outline of the course:</b> This course is designed for students who already have the basics of the Slovak language. It is the second part of the Slovak language course at A2 level of the Common European Framework of Reference for Languages (CEFR). The following topics are covered: Principles of phone calls and correspondence. Trip around Slovakia – popular tourist destinations. Weather and the summer festival season. Family and family relations. Grammar – imperative, indirect speech, future tense, time clauses, conditional clauses, and passive structures. Slovakia in an intercultural context – relations between men and women in Slovak culture.	
<b>Recommended literature:</b> 1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012. 2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.	
<b>Language of instruction:</b> English	
<b>Notes:student time load:</b> 120 hours combined study (L, S, C): 26 self-study: 54	

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

## Course Description

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

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

**Language of instruction:**

slovak

**Notes:student time load:**

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

**Course assessment**

The final number of assessed students: 159

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

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

**Last changed:** 13.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_SaRPvCR	<b>Course name:</b> Strategies and Regional Tourism Planning
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> data collection, development of a case study and its presentation (0-40 points) <b>b) final assessment:</b> written exam (0-60 points)	
<b>Learning objectives:</b> The student can: <ol style="list-style-type: none"> <li>1. use the available domestic and foreign literature for the elaboration of a case study in a selected tourist destination,</li> <li>2. is able to generalize the conclusions of case studies,</li> <li>3. applies knowledge from abroad to solve problems of tourism development in Slovakia,</li> <li>4. assess selected strategic and development documents focused on tourism,</li> <li>5. assess the direction of tourism development in selected countries and regions,</li> <li>6. create a seminar paper and demonstrate the ability of critical thinking.</li> </ol>	
<b>Brief outline of the course:</b> <ol style="list-style-type: none"> <li>1. Importance of tourism development planning in destination places, approaches to planning (boosterism, economic, territorial-spatial, social and sustainable approach).</li> <li>2. Principles, principles and values of sustainable development of tourism.</li> <li>3. Tourism region and approaches to its creation.</li> <li>4. Advantages and disadvantages of individual approaches.</li> <li>5. The process of creating regional tourism development plans.</li> <li>6. The relationship between planning and tourism policy.</li> <li>7. Strategies of tourist destinations in Slovakia, Europe, Africa and Asia.</li> <li>8. Limit capacities of tourism development.</li> <li>9. Standards of tourism development.</li> <li>10. Techniques of implementation of regional plans.</li> <li>11. Monitoring the fulfillment of the plan, its correction.</li> </ol>	
<b>Recommended literature:</b>	

<p>1. SAARINEN, J., ROGERSON, CH. M., HALL, C. M. 2018. Tourism planning and development : contemporary cases and emerging issues. Abingdon: Routledge Taylor &amp; Francis Group. ISBN 978-1-138-29887-3</p> <p>2. COSTA, C., PANYIK, E., BUHALIS, D. 2013. Trends in European tourism planning and organisation ; Bristol: Channel View Publications. ISBN 978-1-84541-410-8</p> <p>3. COSTA, C., PANYIK, E., BUHALIS, D. 2014. European tourism planning and organisation systems : the EU member states. Bristol : Channel View Publications. ISBN 978-1-84541-432-0</p> <p>4. KUČEROVÁ, J., GAJDOŠÍK, T., ORELOVÁ, A. 2020. The new silk road in Slovakia: What does it mean for tourism development? In China and the new silk road : challenges and impacts on the regional and local level. Cham : Springer Nature Switzerland AG. ISBN 978-3-030-43398-7</p> <p>5. MORPETH, N. D., YAN, H. 2015. Planning for tourism : towards a sustainable future; Wallingford; Boston: CABI Publishing. ISBN 978-1-78064-458-5</p>						
<b>Language of instruction:</b>						
English						
<b>Notes:student time load:</b>						
150 hours, out of which						
Combined study (Lectures, Seminars, Consultations): 39						
Self-study: 55						
Project preparation: 36						
Data collection: 20						
<b>Course assessment</b>						
The final number of assessed students: 56						
A	B	C	D	E	FX(0)	FX(1)
50.0	25.0	14.29	8.93	1.79	0.0	0.0
<b>Instructor:</b> doc. Ing. Tomáš Gajdošík, PhD., Ing. Zuzana Gajdošíková, PhD.						
<b>Last changed:</b> 26.11.2021						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_SaRPvCR-aj	<b>Course name:</b> Strategies and Regional Tourism Planning
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 13 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points completed for the continuous and final evaluation is 100. Credits will be awarded to students who have earned at minimum 65 out of 100 points. <b>a) continuous assessment:</b> data collection, development of a case study and its presentation (0-40 points) <b>b) final assessment:</b> written exam (0-60 points)	
<b>Learning objectives:</b> The student can: <ol style="list-style-type: none"> <li>1. use the available domestic and foreign literature for the elaboration of a case study in a selected tourist destination,</li> <li>2. is able to generalize the conclusions of case studies,</li> <li>3. applies knowledge from abroad to solve problems of tourism development in Slovakia,</li> <li>4. assess selected strategic and development documents focused on tourism,</li> <li>5. assess the direction of tourism development in selected countries and regions,</li> <li>6. create a seminar paper and demonstrate the ability of critical thinking.</li> </ol>	
<b>Brief outline of the course:</b> <ol style="list-style-type: none"> <li>1. Importance of tourism development planning in destination places, approaches to planning (boosterism, economic, territorial-spatial, social and sustainable approach).</li> <li>2. Principles, principles and values of sustainable development of tourism.</li> <li>3. Tourism region and approaches to its creation.</li> <li>4. Advantages and disadvantages of individual approaches.</li> <li>5. The process of creating regional tourism development plans.</li> <li>6. The relationship between planning and tourism policy.</li> <li>7. Strategies of tourist destinations in Slovakia, Europe, Africa and Asia.</li> <li>8. Limit capacities of tourism development.</li> <li>9. Standards of tourism development.</li> <li>10. Techniques of implementation of regional plans.</li> <li>11. Monitoring the fulfillment of the plan, its correction.</li> </ol>	

<b>Recommended literature:</b>						
<b>Language of instruction:</b> English						
<b>Notes:student time load:</b> 150 hours, out of which Combined study (Lectures, Seminars, Consultations): 39 Self-study: 55 Project preparation: 36 Data collection: 20						
<b>Course assessment</b> The final number of assessed students: 14						
A	B	C	D	E	FX(0)	FX(1)
57.14	14.29	21.43	7.14	0.0	0.0	0.0
<b>Instructor:</b> doc. Ing. Tomáš Gajdošík, PhD., Ing. Zuzana Gajdošíková, PhD.						
<b>Last changed:</b> 26.11.2021						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

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

## Course Description

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

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

**Language of instruction:**

Slovak

**Notes:student time load:**

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

**Course assessment**

The final number of assessed students: 1

abs	n	p	v
100.0	0.0	0.0	0.0

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

**Last changed:** 19.09.2023

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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



self-study: 26						
<b>Course assessment</b>						
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
<b>Instructor:</b> doc. Ing. Mária Horeháková, PhD., Ing. Mariana Považanová, PhD.						
<b>Last changed:</b> 21.10.2022						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaPCR	<b>Course name:</b> Tourism Economics and Policy
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> 1st continuous written exam: 0 - 10 points, 2nd continuous written exam: 0 - 20 points <b>b) final assessment:</b> written exam: 0 - 70 points	
<b>Learning objectives:</b> The student can: <ol style="list-style-type: none"> <li>1. apply acquired knowledge in assessing the economic and social effects of tourism in the conditions of socially responsible behavior of the business and public sector,</li> <li>2. critically assess the effects of tourism on the economy and society in terms of its development objectives and state policy in tourism,</li> <li>3. use basic methods for assessing the benefits of tourism with regard to its economic functions and the final effect of tourism,</li> <li>4. analyze statistics on domestic, foreign and international development of tourism in terms of different approaches and needs of the public and private sector,</li> <li>5. apply acquired knowledge in finding and evaluating the benefits of tourism development in Slovakia and abroad,</li> <li>6. work at various levels of the decision-making and business spheres, where he can assess the economic aspects of tourism in terms of national tourism policy and EU tourism policy.</li> </ol>	
<b>Brief outline of the course:</b> Tourism as a subject of economic research. Quantification of tourism. Consumption in tourism. Revenues and value creation in tourism. Employment in tourism. Tourism in regional development. Foreign tourism in the balance of payments of the state. Evaluation of the benefits of tourism development. Tourism policy. European Union policy on tourism. International tourism.	
<b>Recommended literature:</b> 1. GÚČIK, M. 2020. Cestovný ruch v ekonomike a spoločnosti. Bratislava: Wolters Kluwer. 978-80-571-0273-1	

<p>2. DWYER, L., FORSYTH, P., DWYER, W. 2020. Tourism economics and policy. 2.edition. Bristol: Channel View Publications. ISBN 978-1-84541-731-4</p> <p>3. VANHOVE, N. 2018. The economics of tourism destinations. Abingdon: Routledge. ISBN 978-1-138-5787-1</p> <p>4. VOGEL, L. 2021. Travel Industry Economics. A Guide for Financial Analysis. Springer, Cham. ISBN 978-3-030-63350-9</p>						
<p><b>Language of instruction:</b> Slovak, English</p>						
<p><b>Notes:student time load:</b> 180 hours, out of which Combined study: 52 Self-study: 88 Preparation of a project: 40</p>						
<p><b>Course assessment</b> The final number of assessed students: 120</p>						
A	B	C	D	E	FX(0)	FX(1)
8.33	11.67	23.33	20.83	34.17	1.67	0.0
<p><b>Instructor:</b> prof. Ing. Kristína Pompurová, PhD., Ing. Matúš Marciš, PhD.</p>						
<p><b>Last changed:</b> 24.11.2021</p>						
<p><b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.</p>						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MaMCR	<b>Course name:</b> Tourism Management and Marketing
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> preparation and presentation of a problem study (0-40 points) <b>b) final assessment:</b> written/oral exam (0-60 points)	
<b>Learning objectives:</b> The student can: 1. use the knowledge of the product of tourism to evaluate the specifics of management of tourism, 2. search for, analyze and process the information related to domestic and foreign tourism, as the basis for strategic management and planning in tourism, 3. apply the acquired knowledge in choosing an effective marketing strategy of a destination, 4. assess the situation and the perspective of developing management of destinations in Slovakia and in countries with developed tourism, 5. evaluate financial, organizational, and legislative frame for the support of development of tourism and destinations, 6. elaborate a problem study, which comprises a set of recommendations in management and marketing for increasing the competitiveness of chosen destinations in domestic and foreign markets of tourism.	
<b>Brief outline of the course:</b> Specific features of tourism management. Organization of tourism as a function of management. Financing the development of tourism. Tourism development support. Role of management in tourism organization in ensuring effectiveness. Tax policy in tourism. Partnerships of public and private sector in tourism. Particular features of tourism marketing. European tourism market and marketing environment. Marketing information system and market research. Customer purchasing behavior in tourism. Tourism product customization. Destination branding and positioning. Destination image. Marketing communication in tourism. Key Media Management. Tourism Crisis Management. Tourism macro marketing.	

**Recommended literature:**

1. BUHALIS, D. 2022. Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing. ISBN 978 1 80037 747 9
2. KOTLER, P., BOWEN, J. T., MAKENS J. C., BALOGLU, S. 2017. Marketing for Hospitality and Tourism. 7 th edition. Upper Saddle River: Pearson Education Inc. ISBN 9780134151922
3. GEORGE, R. 2021. Marketing Tourism and Hospitality. Springer Nature Switzerland AG. ISBN 3030641104
4. KOTLER, P., KARTAJYA, H., SETIAWAN, I. 2017. Marketing 4.0: Moving from Traditional to Digital. New Jersey: John Wiley & Sons. ISBN 978-1119341208
5. INKSON, C., MIMMAERT, L. 2018. Tourism Management. SAGE Publications Ltd. ISBN 9781526423887
6. FYALL, 2019. Marketing for Tourism and Hospitality. Taylor & Francis Ltd. ISBN 9781138121294
7. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z. MARÁKOVÁ, V., FLAGESTAD, A. 2017. Destination structure revisited in view of the community and corporate model. In Tourism Management Perspectives, no. 24, pp. 54-63. ISSN 2211-9736
8. MARÁKOVÁ, V., DYR, T., WOLAK-TUZIMEK, A. 2016. Factors of tourism competitiveness in the European Union countries. In E+M Ekonomie a Management, vol. 19, no. 3, pp. 92-109. ISSN 1212-3609
9. MORRISON, A. 2018. Marketing and managing tourism destinations. Taylor & Francis Ltd. ISBN 9781138897298.
10. PERSUIT, J. M. 2016. Social Media and Integrated Marketing Communication: A Rhetorical Approach. Lexington Books. ISBN 9780739171134

**Language of instruction:**

English

**Notes:student time load:**

180 hours:

combined form (lecture, seminar, consultation): 52

self-study: 73

collection of data: 25

elaboration of a problem study and its presentation: 30

**Course assessment**

The final number of assessed students: 65

A	B	C	D	E	FX(0)	FX(1)
33.85	33.85	13.85	9.23	7.69	1.54	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD.**Last changed:** 24.11.2021**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MaMCR-aj	<b>Course name:</b> Tourism Management and Marketing
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26 / 26 <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 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. <b>a) continuous assessment:</b> preparation and presentation of a problem study (0-40 points) <b>b) final assessment:</b> written/oral exam (0-60 points)	
<b>Learning objectives:</b> The student can: 1. use the knowledge of the product of tourism to evaluate the specifics of management of tourism, 2. search for, analyze and process the information related to domestic and foreign tourism, as the basis for strategic management and planning in tourism, 3. apply the acquired knowledge in choosing an effective marketing strategy of a destination, 4. assess the situation and the perspective of developing management of destinations in Slovakia and in countries with developed tourism, 5. evaluate financial, organizational, and legislative frame for the support of development of tourism and destinations, 6. elaborate a problem study, which comprises a set of recommendations in management and marketing for increasing the competitiveness of chosen destinations in domestic and foreign markets of tourism.	
<b>Brief outline of the course:</b> Specific features of tourism management. Organization of tourism as a function of management. Financing the development of tourism. Tourism development support. Role of management in tourism organization in ensuring effectiveness. Tax policy in tourism. Partnerships of public and private sector in tourism. Particular features of tourism marketing. European tourism market and marketing environment. Marketing information system and market research. Customer purchasing behavior in tourism. Tourism product customization. Destination branding and positioning. Destination image. Marketing communication in tourism. Key Media Management. Tourism Crisis Management. Tourism macro marketing.	

**Recommended literature:**

1. BUHALIS, D. 2022. Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing. ISBN 978 1 80037 747 9
2. KOTLER, P., BOWEN, J. T., MAKENS J. C., BALOGLU, S. 2017. Marketing for Hospitality and Tourism. 7 th edition. Upper Saddle River: Pearson Education Inc. ISBN 9780134151922
3. GEORGE, R. 2021. Marketing Tourism and Hospitality. Springer Nature Switzerland AG. ISBN 3030641104
4. KOTLER, P., KARTAJYA, H., SETIAWAN, I. 2017. Marketing 4.0: Moving from Traditional to Digital. New Jersey: John Wiley & Sons. ISBN 978-1119341208
5. INKSON, C., MIMMAERT, L. 2018. Tourism Management. SAGE Publications Ltd. ISBN 9781526423887
6. FYALL, 2019. Marketing for Tourism and Hospitality. Taylor & Francis Ltd. ISBN 9781138121294
7. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z. MARÁKOVÁ, V., FLAGESTAD, A. 2017. Destination structure revisited in view of the community and corporate model. In Tourism Management Perspectives, no. 24, pp. 54-63. ISSN 2211-9736
8. MARÁKOVÁ, V., DYR, T., WOLAK-TUZIMEK, A. 2016. Factors of tourism competitiveness in the European Union countries. In E+M Ekonomie a Management, vol. 19, no. 3, pp. 92-109. ISSN 1212-3609
9. MORRISON, A. 2018. Marketing and managing tourism destinations. Taylor & Francis Ltd. ISBN 9781138897298.
10. PERSUIT, J. M. 2016. Social Media and Integrated Marketing Communication: A Rhetorical Approach. Lexington Books. ISBN 9780739171134

**Language of instruction:**

English

**Notes:student time load:**

180 hours:

combined form (lecture, seminar, consultation): 52

self-study: 73

collection of data: 25

elaboration of a problem study and its presentation: 30

**Course assessment**

The final number of assessed students: 24

A	B	C	D	E	FX(0)	FX(1)
45.83	25.0	12.5	0.0	16.67	0.0	0.0

**Instructor:** prof. Ing. Vanda Maráková, PhD., Mgr. Ivana Šimočková, PhD.

**Last changed:** 26.11.2021

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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



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

**Language of instruction:**

Slovak.

**Notes:student time load:**

120 hours:

combined study (lectures, seminars consultations): 30

self-study: 38

preparation of case study: 52

**Course assessment**

The final number of assessed students: 58

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

**Instructor:** doc. Ing. Andrej Malachovský, PhD.

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

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

**Language of instruction:**

English.

**Notes:student time load:**

120 hours:

combined study (lectures, seminars consultations): 30

self-study: 38

preparation of case study: 52

**Course assessment**

The final number of assessed students: 0

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

**Instructor:** doc. Ing. Andrej Malachovský, PhD.

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

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

## Course Description

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

## Course Description

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

## Course Description

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