

## Register

1. Administrative Management.....	3
2. Analytical Methods in Public Sector.....	5
3. Applied Statistics in R System.....	7
4. Business Negotiations (in English).....	9
5. Business on-line.....	11
6. Case Studies from Public Sector Management.....	13
7. Case Studies in Tourism 2.....	16
8. Case Studies in Tourism 2 (in English).....	18
9. Coaching.....	20
10. Communication Across Cultures (in English).....	22
11. Creativity and Culture in Regional Development.....	24
12. Development of Local and Regional Economy.....	26
13. Digital Currencies and Blockchain.....	28
14. Digital Currencies and Blockchain (in English).....	31
15. Digital empowerment and participation.....	34
16. Diploma Seminar.....	35
17. Diploma Thesis with Defence.....	37
18. Economics of European Integration.....	39
19. Economy and Management of Education, Science and Research.....	41
20. Economy and Management of Education, Sport and Culture.....	43
21. Economy and Management of Health Services.....	45
22. Economy and Management of Health and Social Services.....	47
23. Economy and Management of Public Administration, Defense and National Security.....	49
24. Economy and Management of Sport and Culture.....	51
25. Economy and Policy of Territorial Self-Government.....	53
26. Electoral Geography.....	55
27. Environmental Economy and Policy.....	56
28. Erasmus student network 1.....	58
29. Field Course Abroad.....	59
30. Field Research.....	60
31. Field Trip 1.....	62
32. Field Trip 2.....	64
33. Finance in practice.....	66
34. French Language for Economists.....	67
35. Game Theory.....	68
36. General Foundations of Private Law.....	70
37. Geographical learning of Europe.....	72
38. Geopolitical development of the World.....	73
39. Information Systems in Public Sector.....	74
40. Introduction to SAP.....	76
41. Investment Trades.....	78
42. Learning Regions.....	80
43. Limity intimity: o zodpovedných vzťahoch.....	82
44. Lobbying and Decision-making in Public Sector.....	83
45. Local and Regional Development.....	85
46. Macroeconomic Development and Economic Policy in Slovakia (in cooperation with the NBS).....	87
47. Macroeconomics 2.....	89

48. Management Information Systems.....	92
49. Management Skills in the Public Sector.....	94
50. Management of EU funds' Implementation.....	96
51. Management of Public Sector.....	98
52. Market Psychology.....	100
53. Marketing Management in Local and Regional Development.....	102
54. Marketing of Public Sector and Non-profit Sector.....	104
55. New Trends in Local and Regional Policy.....	106
56. Participatory Public Policy Making.....	108
57. Physical Education 6.....	110
58. Physical Education 7.....	111
59. Physical Education 8.....	112
60. Planning and Budgeting in Public Sector.....	113
61. Project management.....	116
62. Public Economics.....	117
63. Public Finance.....	119
64. Quality Management Tools.....	121
65. Research Methodology.....	123
66. Slovak for Foreigners 1.....	125
67. Slovak for Foreigners 2.....	127
68. Slovak for Foreigners 3.....	129
69. Slovak for Foreigners 4.....	131
70. Socio-Psychological Training.....	133
71. Spracovanie ekonomických procesov v SAP.....	135
72. The Great Works in World Literature II.....	136
73. Theory of Consumer Behaviour (in English).....	138
74. Tourism in European Union.....	140
75. Tourism in European Union (in English).....	142
76. Univerzitný folklórny súbor 1.....	144
77. Univerzitný komorný orchester 1.....	145
78. Univerzitný spevácky zbor 1.....	146
79. Volunteer management.....	147

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_AM	<b>Course name:</b> Administrative 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> 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> <b>a) continuous assessment:</b> case studies 50 points; completion of a practical demonstration in the form of a 40-point excursion <b>b) final assessment:</b> active participation in seminars 10 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. use the lessons learned to find, process and analyse information, administrative management from various sources;</li> <li>2. is able to apply critical analysis when evaluating administrative activities and confronts theory with practical demonstrations through its own case studies;</li> <li>3. responds strategically to new situations and perceives the system of administrative management in the organisation in a variant, flexibly and creatively;</li> <li>4. assess the registry system in the organisation, registry rules and plan;</li> <li>5. assesses the time limit for deposit and the archival value of the various company documents;</li> <li>6. establish basic forms of administrative management, internal organizational legislation and employment documents.</li> </ol>	
<b>Brief outline of the course:</b> Personal, commercial and personnel documents and their modification according to valid STNs. Activity of the file service. The processing, handling, storage, archiving and shredding of documents. Registry and archival legislation. Legislation and its application for specialized types of state administration – courts, notaries, registers. Administrative management of self-government. Internal small legislation resulting from legislation on free access to information, protection of personal data, on accounting, on banks, etc. Development in the field of registers and archives, manipulation of and storage of records (archiving), automation of office work – introduction of information technology and software – information systems into administrative processing. Excursion in the State Archives.	
<b>Recommended literature:</b> 1. ŠTRANGFELDOVÁ, J. 2006. Administratívny manažment. Vybrané problémy. Banská Bystrica : EF UMB, ISBN 80-8083-216-1.	

2. Act of the National Council of the Slovak Republic no. 211/2000 Coll. on disclosure of information.
3. Act of the National Council of the Slovak Republic no. 395/2002 Coll. on archives and registries.
4. Act of the National Council of the Slovak Republic no. 428/2002 Coll. on the protection of personal data.
5. Decree of the Ministry of Interior of the Slovak Republic no. 628/2002 Coll. implementing certain provisions of the Archives and Registries Act.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours

Combined study (Lectures, Seminars, Consultations): 52

Self-study: 70

Information updating, work with legislation: 20

Preparation and completion of forms: 38

**Course assessment**

The final number of assessed students: 21

A	B	C	D	E	FX(0)	FX(1)
66.67	23.81	4.76	4.76	0.0	0.0	0.0

**Instructor:** doc. Ing. Radoslav Kožiak, PhD., Ing. Katarína Sýkorová, PhD., Ing. Filip Flaška, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_AMvVS	<b>Course name:</b> Analytical Methods in Public Sector
<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> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> 2 written exams: 0-50 score <b>b) final assessment:</b> preparation of seminar work and its presentation and defense: 0-50 score	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. is able to apply analytical methods in the description of economic phenomena and in solving problems of public economy,</li> <li>2. applies appropriate statistical methods to the data and extracts from the data the information necessary for solving the researched problem,</li> <li>3. is able to use analytical apparatus to create models showing the course of economic phenomena and processes,</li> <li>4. is able to consider the adequacy of selected analytical methods for modelling economic phenomena and processes and assess their applicability in specific applications,</li> <li>5. is able to assess selected aspects of the production process of the various public sector decision-making units and the conditions under which these decision-making units transform inputs into outputs;</li> <li>6. manages to evaluate the effectiveness of decision-making units using basic models of data analysis and the use of appropriate software tools.</li> </ol>	
<b>Brief outline of the course:</b> Data collection, description and preparation. Development of methodology, including tools and techniques of data collection and preparation. Representativeness of the sample. Analysis of contingency tables. Selected nonparametric tests. Time series analysis, cluster analysis. Introduction to data packaging analysis (basic models in input and output orientation with respect to various properties of production technology, SBM model and its variations, measuring efficiency over time) and its use in the public sector.	
<b>Recommended literature:</b> 1. HYNDMAN, R. J., ATHANASOPOULOS, G. 2013. Forecasting: principles and practice. Dostupné na: <a href="https://www.otexts.org/book/fpp">https://www.otexts.org/book/fpp</a>	

2. JABLONSKÝ, J., DLOUHÝ, M. 2015. Modely hodnocení efektivnosti a alokace zdrojů. Praha: Professional Publishing. ISBN 978-80-7431-155-0.
3. 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.
4. LUPTÁČIK, M. 2010. Mathematical optimization and economic analysis. New York: Springer. ISBN 978-0-387-89551-2.
5. ŘEZANKOVÁ, H. 2011. Analýza dat z dotazníkových šetření. Praha: Professional Publishing. ISBN 978-80-7431-062-1.
6. ŘEZANKOVÁ, H. a kol. 2007. Shluková analýza dat. Praha: Professional Publishing. ISBN 978-80-86946-26-9.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 52  
 Self-study: 70  
 Preparation of seminar work: 58

**Course assessment**

The final number of assessed students: 16

A	B	C	D	E	FX(0)	FX(1)
12.5	12.5	12.5	12.5	43.75	6.25	0.0

**Instructor:** Ing. Filip Flaška, PhD., doc. Ing. Alena Kaščáková, PhD., RNDr. Mária Grausová, PhD., RNDr. Miroslav Hužvár, PhD.

**Last changed:** 26.01.2022

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## 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. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>1. use acquired knowledge and skills in negotiation,</li> <li>2. draw up the agenda for a negotiation,</li> <li>3. conduct a discussion, listen actively and ask effective questions,</li> <li>4. present arguments for persuading the other party,</li> <li>5. solve conflicts and handle breakdowns,</li> <li>6. make and respond to proposals,</li> <li>7. use different negotiating styles, strategies and tactics,</li> <li>8. summarize the results of negotiation.</li> </ol>	
<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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_P SzMVS-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., Nemec, 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 Nemec et. al. In Handbook of research on sub-national governance and development. - 1. vyd. - Hershey : IGI global, 2017. - ISBN 9781522516453
7. Mikušová Meričková, B., Nemec, 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 Nemec, 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., Nemec, 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. Beata Mikušová Meričková, 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: <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> <li>12. Trends in tourism development in destinations</li> </ol>	

**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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>1. Understand the theoretical background of coaching.</li> <li>2. Know basic tools and techniques of coaching.</li> <li>3. Be able to set the appropriate coaching tools in specific situations.</li> <li>4. Be able to lead coaching process.</li> </ol>	
<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> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> </ol>	

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 Counselling 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>1. understands and actively uses terminology and knowledge of culture and creative industries</li> <li>2. applies theoretical knowledge in solving specific problems of the development of culture and cultural institutions in the territory</li> <li>3. assesses the issue in its current context and in the context of trends connected with the development of society</li> <li>4. identifies problems in the development of culture and creativity in the territory and suggests solutions based on current trends</li> <li>5. will create a separate professional-research seminar work</li> </ol>	
<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. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_RMaRE	<b>Course name:</b> Development of Local and Regional Economy
<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> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> elaboration of assignments: 30 score seminar work: 20 points <b>b) final assessment:</b> written exam: 50 score	
<b>Learning objectives:</b> The student: <ol style="list-style-type: none"> <li>1. applies the knowledge gained in identifying key sectors in the region,</li> <li>2. is able to suggest ways of using available tools to improve the business environment in a specific area,</li> <li>3. applies differentiated approaches in determining measures to support the local economy in different types of territory,</li> <li>4. assess the necessity, scope and manner of intervention of territorial self-governments in regulating the local economy,</li> <li>5. assess the economic structure and situation in the territory using qualitative and quantitative methods,</li> <li>6. develops methodological guidelines for participatory planning and monitoring of local and regional economy development.</li> </ol>	
<b>Brief outline of the course:</b> The concept of local economy development. Methods and tools of analysis of the economic base of the territory. Quantitative analyzes of the local and regional economy. Internal factors of local economy development. Competitiveness of the regions. Basic strategies to support the local and regional economy. Creating a favorable business environment at the local and regional level. Supporting existing SMEs and setting up new businesses at regional and local level. Possibilities of local and regional institutions in supporting the inflow of investments into the region. Clusters, their importance and activities supporting their development in the region. Human resources and the development of the local economy. The role of universities in the economic development of the territory.	
<b>Recommended literature:</b>	

1. BUČEK, M., REHÁK, Š., TVRDOŇ, J. 2010. Regionálna ekonómia a politika. Bratislava: IURA Edition. ISBN 9788-0807-836-24
2. ČAPKOVÁ, S. 2011. Malé a stredné podniky, inovácie a ich regionálna podpora. In: Čapková, S. a kol. Regionálny rozvoj a inovácie. Banská Bystrica: Ekonomická fakulta UMB. ISBN 978-80-557-0130-1
3. ČAPKOVÁ, S. 2004. Rozvoj miestnej ekonomiky. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta. ISBN 80-8055-994-5
4. LESÁKOVÁ, L. a kol. 2017. Súčasný stav a perspektívy rozvoja technologických klastrov v Slovenskej republike. Banská Bystrica: Belianum. ISBN 978-80-557-1182-9
5. BARTOVÁ, L. 2016. Modelovanie regionálneho rozvoja. Vybrané kvantitatívne metódy a techniky I. Nitra: SPU. ISBN 978-80-552-1561-7
6. REHÁK, Š. a kol. 2015. Lokálne ekonomické vplyvy univerzít. Bratislava: Ekonóm. ISBN 978-80-225-4007-0

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 52  
 Self-study: 57  
 Actualisation of information, work with legislation: 31  
 Data collection and primary research: 40

**Course assessment**

The final number of assessed students: 19

A	B	C	D	E	FX(0)	FX(1)
0.0	5.26	21.05	21.05	42.11	10.53	0.0

**Instructor:** doc. Ing. Kamila Borseková, PhD., Ing. Katarína Sýkorová, PhD., Ing. Filip Flaška, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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> <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, Tether, BNB, USD Coin, XRP, Cardano etc.</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.
3. HOSPI, J. 2018. Kryptomeny. Bratislava : Tatran, 172 s. ISBN 978-80-222-0945-8.
4. HARARI, Y., N. 2018. Money. London : Vintage Books, 133 p. ISBN 978-1-78487-402-5.
5. 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.
6. CHOVCANULIAK, R. 2019. Pokrok bez povolenia. Bratislava : INESS, 288 s. ISBN 978-8-089-82007-8.

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

**Language of instruction:**

English

**Notes:student time load:**

120 hours

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

Self-study: 50 h.

Preparation of presentation of current topics: 44 h.

**Course assessment**

The final number of assessed students: 77

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

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

**Last changed:** 17.04.2023

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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.
3. HOSPI, J. 2018. Kryptomeny. Bratislava : Tatran, 172 s. ISBN 978-80-222-0945-8.
4. HARARI, Y., N. 2018. Money. London : Vintage Books, 133 p. ISBN 978-1-78487-402-5.
5. 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.
6. 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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> <b>a) continuous assessment:</b> work on topic assignments in seminars <b>b) final assessment:</b> defence of a seminar project	
<b>Learning objectives:</b> The student can: <ol style="list-style-type: none"> <li>1. apply the theoretical knowledge acquired during the study to solving practical and economic problems of a public sector economy in the work on the diploma thesis</li> <li>2. dispose of formal and methodological aspects of writing a research paper</li> <li>3. critically view the advantages and disadvantages of different data sources and research methods</li> <li>4. assess the relevance of different sources of data and research methods to the diploma thesis</li> <li>5. search for, process and interpret data from secondary and primary sources, which allows him/her to give qualified arguments, justify the assumptions and advocate his/her own view</li> <li>6. develop a scientific approach to the thesis in individual and group work on the seminar assignments with individual preparation, which is a basis for a seminar project as a basic document for the diploma thesis</li> </ol>	
<b>Brief outline of the course:</b> General content and form of a diploma thesis. Work with databases, searching for articles, papers and publications. Literature review. Subject, object and objective of the diploma thesis, connection between the main objective and partial goals of DT. Research questions and hypotheses. Creation of a mind map. Outline of DT. Work plan of DT. Logical connection of individual parts of DT. Methodology of work on DT – choice of methods and research techniques. Choice of data / choice of relevant indicators. Design of DT – how to write an abstract, preface, introduction, conclusion and summary. Form – making references and paraphrasing. Preparation, processing and interpretation of data with the use of quantitative methods. Preparation of a presentation and defence of DT, procedure and assessment of the final state exam.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. BENČO, J. 2001. Metodológia vedeckého výskumu. Bratislava : IRIS.</li> <li>2. FERENČÍK, J. 2000. Úvod do metodologie psychologického výzkumu. Praha : Portál.</li> <li>3. JUSZCZYK, S. 2006. Metodológia empirického výskumu v spoločenských vedách.</li> </ol>	

4. Bratislava : IRIS. .
5. KATUŠČÁK, D. 2007. Ako písať záverečné a kvalifikačné práce. Nitra: Enigma.
6. OCHRANA, F. 2009. Metodologie vědy. Praha: Karolinum
7. ONDREJKOVIČ, P. 2007. Úvod do metodológie spoločenskovedného výskumu. Bratislava : Veda.
8. Smernica č. 9/2021 o záverečných, rigorózných a habilitačných prácach na Univerzite Mateja Bela v Banskej Bystrici. Univerzita Mateja Bela v Banskej Bystrici.
9. Riadiaca norma S-01-19 Úprava písomných vysokoškolských, záverečných a habilitačných prác na Ekonomickej fakulte UMB
10. McCOMBES, S. 2020. How to write a research methodology. Dostupné na internete: [www.scribbr.com/dissertation](http://www.scribbr.com/dissertation)
11. Kowalski, A., Orviska. M. a Roslin, R. M. 2020. Developing transferable skill for research. Bratislava: Dolis Goen, ISBN 978-80-973221-1-3
12. Odborná literatúra špecifická k téme záverečnej práce

**Language of instruction:**

Slovak, English

**Notes: student time load:**

120 hours, out of which:

Combined study (Lectures, Seminars): 26

Self-study: 30

Seminar project: 34

Data collection and processing: 30

**Course assessment**

The final number of assessed students: 51

abs	n
92.16	7.84

**Instructor:** prof. Ing. Beata Mikušová Meričková, PhD., Ing. Nikoleta Jakuš Muthová, PhD.

**Last changed:** 25.02.2022

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> DE_2_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 writing the final version of the diploma thesis with respect to the current directive, in the specified extent and submitted in the specified time. Demonstration of the knowledge, skills and abilities acquired during the study in proposing solutions to the formulated problems. Defence of the diploma thesis in front of the state exam board.	
<b>Recommended literature:</b> 1. BENČO, J. 2001. Metodológia vedeckého výskumu. Bratislava : IRIS. 2. FERENČÍK, J. 2000. Úvod do metodologie psychologického výzkumu. Praha : Portál. 3. JUSZCZYK, S. 2006. Metodológia empirického výskumu v spoločenských vedách. Bratislava : IRIS. . 5. KATUŠČÁK, D. 2007. Ako písať záverečné a kvalifikačné práce. Nitra: Enigma. 6. OCHRANA, F. 2009. Metodologie vědy. Praha: Karolinum 7. ONDREJKOVIČ, P. 2007. Úvod do metodológie spoločenskovedného výskumu. Bratislava : Veda.	

8. Smernica č. 9/2021 o záverečných, rigorózných a habilitačných prácach na Univerzite Mateja Bela v Banskej Bystrici. Univerzita Mateja Bela v Banskej Bystrici.
9. Riadiaca norma S-01-19 Úprava písomných vysokoškolských, záverečných a habilitačných prác na Ekonomickej fakulte UMB
10. McCOMBES, S. 2020. How to write a research methodology. Dostupné na internete: [www.scribbr.com/dissertation](http://www.scribbr.com/dissertation)
11. Kowalski, A., Orviska. M. a Roslin, R. M. 2020. Developing transferable skill for research. Bratislava: Dolis Goen, ISBN 978-80-973221-1-3
12. Odborná literatúra špecifická k téme záverečnej práce

**Language of instruction:**

Slovak, English

**Notes: student time load:**

600 hours, out of which:

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: 24

A	B	C	D	E	FX(0)	FX(1)
33.33	41.67	16.67	8.33	0.0	0.0	0.0

**Instructor:**

**Last changed:** 25.02.2022

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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 českém 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. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaMVVaV	<b>Course name:</b> Economy and Management of Education, Science and Research
<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> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> preparation and presentation of a seminar paper on a relevant topic: 0-20, written examination aimed at verifying the acquisition of basic knowledge in the field of economics and management of education, science and research, total 0-40 points <b>b) final assessment:</b> written examination: 0-40 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. applies the acquired knowledge in practical problem-solving at middle and higher decision-making levels in the education, science and research,</li> <li>2. on the basis of the acquired knowledge, he/she will be able to search, process and analyse information on education, science and research, their economic nature, structure, financing, etc.,</li> <li>3. applies critical analysis to evaluate management and decision-making in the education, science and research services,</li> <li>4. assess long-term trends and directions in the development of education, science and research services,</li> <li>5. evaluates the possibilities of using the acquired theoretical knowledge in practice,</li> <li>6. develops conceptual bases for decision-making at middle and senior management level in the education sector.</li> </ol>	
<b>Brief outline of the course:</b> The place of education services in a mixed economy. The roles of science and research in the state economy. Science and research services. Financing of education services (provision). Public and private expenditure on education. Financing of regional education. Financing of higher education in the Slovak Republic and abroad. Financing of science and research. Production of education services (provision). Education system in the Slovak Republic and selected EU countries. Methods of transferring science and research into social practice. Management of the educational system. Formal and non-formal education system. Lifelong learning system. Efficiency of public expenditure on education.	
<b>Recommended literature:</b>	

1. HRONEC, Š. 2008. Verejné výdavky na vzdelávanie. Banská Bystrica: OZ Ekonómia, Ekonomická fakulta UMB. Studia Oeconomica 38. ISBN 978-80-8083-654-
2. KORÓNY, S., HRONEC, Š. 2012. Analýza efektívnosti vysokých škôl na Slovensku. 1. vyd. Banská Bystrica: Ekonomická fakulta UMB. ISBN 978-80-557-0481
3. PISOŇOVÁ, M. 2021. Manažment vzdelávania. Bratislava: Wolters Kluwer. ISBN 9788057103820.
4. BENČO, J., KAMOĎA, J., HRONEC, Š., SLAČKA, S. 2005. Ekonomika a manažment vzdelávania. Banská Bystrica: EF UMB. ISBN 80-8083-156-4
5. BENČO, J. 1992. Ekonomické problémy vzdelania. Bratislava: ES EU. ISBN 80-225-0416-5
6. ČAPLÁNOVÁ, A. 1999. Ekonómia vzdelávania. Bratislava: Edícia Ekonómia. ISBN 80-88715-229
7. HAMERNÍKOVÁ, B. 2000. Financování ve veřejném a nestátním neziskovém sektoru. Praha: Eurolex. ISBN 80-902752-3-0
8. STIGLITZ, J. E. 1997. Ekonomie veřejného sektoru. Praha: Grada publishing. ISBN 80-7169-454-1
9. PILNÝ, J., PEŠTA, J. 2000. Ekonomika veřejného sektoru. Pardubice: ES UP. ISBN 80-7194-258-8
10. TOMMASI, D., ALLEN, R. 2001. Managing Public Expenditures. Paříž: CEDEX. ISBN 92-64-17690-X

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours

Combined studies (P, S, K): 52

self-study: 70

project preparation: 38

information gathering: 20

**Course assessment**

The final number of assessed students: 21

A	B	C	D	E	FX(0)	FX(1)
47.62	9.52	33.33	9.52	0.0	0.0	0.0

**Instructor:** doc. Ing. Štefan Hronec, PhD., doc. Ing. Mária Murray Svidroňová, PhD., Ing. Nikoleta Jakuš Muthová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaMVSaK	<b>Course name:</b> Economy and Management of Education, Sport and Culture
<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> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> preparation and presentation of a seminar paper on a relevant topic: 0-20, written examination aimed at verifying the acquisition of basic knowledge in the field of economics and management of education, science and research, total 0-40 points <b>b) final assessment:</b> written examination: 0-40 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. Apply the acquired knowledge in practical problem-solving at middle and higher decision-making levels in the education, sport and culture sectors,</li> <li>2. on the basis of the acquired knowledge, he/she will be able to search, process and analyse information on education, sport and culture services, their economic nature, structure, financing, etc,</li> <li>3. apply critical analysis to evaluate management and decision-making in the education, sport and culture sector</li> <li>4. assess long-term trends and directions in the development of education, sport and culture services,</li> <li>5. evaluate the possibilities of using the acquired theoretical knowledge in practice,</li> <li>6. develop conceptual bases for decision-making at middle and senior management level in the education, sport and culture sector.</li> </ol>	
<b>Brief outline of the course:</b> The place of education services in a mixed economy. The place of education services in the economic transition. Public and private expenditure on education. Financing of regional education. Financing of higher education in the Slovak Republic and abroad. Financing of science and research. Production of education services (provision). Education system in the Slovak Republic and selected EU countries. Management of the education system. Formal and non-formal education system. Lifelong learning system. Efficiency of public expenditure on education. Socio-economic aspects of sport and culture. Sport and culture as part of the public sector. Sport and culture policy - instruments, objectives and measures. European dimension of sport and culture. Development trends in sport and culture. Organisation and management of sport and culture services. Financing	

of sport and culture services in the Slovak Republic and abroad. Production of sport and culture services.

**Recommended literature:**

- HRONEC, Š. 2008. Verejné výdavky na vzdelávanie. Banská Bystrica: OZ Ekonómia, Ekonomická fakulta UMB. Studia Oeconomica. ISBN 978-80-8083-654-2
2. KORÓNY, S., HRONEC, Š. 2012. Analýza efektívnosti vysokých škôl na Slovensku. 1. vyd. Banská Bystrica: Ekonomická fakulta UMB. ISBN 978-80-557-0481-4
3. PISOŇOVÁ, M. 2021. Manažment vzdelávania. Bratislava: Wolters Kluwer. ISBN 9788057103820.
3. BENČO, J., KAMOĐA, J., HRONEC, Š., SLAČKA, S. 2005. Ekonomika a manažment vzdelávania. Banská Bystrica: EF UMB, ISBN 80-8083-156-4.
4. ČAPLÁNOVÁ, A. 1999. Bratislava: Edícia Ekonómia, ISBN 80-88715-22-9.
5. NOVOTNÝ, O. 2012. Long-term trends in cultural spending from public budgets and private households in the Slovak Republic at the turn of the century (up to and including 2010), Bratislava: National Centre for Education, ISBN 978-80-7121-360-6.
6. NOVOTNÝ, O. 2011. Transformations in public support for culture in Council of Europe member countries at the turn of the century. Bratislava: National Enlightenment Centre, ISBN 978-80-7121-333-8.
7. NOVOTNÝ, J et al. 2006. The economics of sport - selected chapters. Prague: VŠE. ISBN 80-245-0979-2.
8. NOVOTNÝ, J. et al. 2011. Sport in the economy. Prague: Wolters Kluwer ČR, ISBN 978-80-7357-666-0.
9. ČÁSLAVOVÁ, E. 2009. Management and marketing of sport. Prague: Olympia, ISBN 978-80-7376-150-9.
10. HOBZA, V., REKTOŘÍK, J. et al. 2006. Fundamentals of sport economics. Prague: Ekopress, ISBN 80-86929-04-3.
11. DVORSKÝ, J. 2006. Managing culture. Bratislava: Mladé letá, ISBN 80-10-00908-3.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours

Combined studies (P, S, K): 52

self-study: 70

project preparation: 38

information gathering: 20

**Course assessment**

The final number of assessed students: 12

A	B	C	D	E	FX(0)	FX(1)
58.33	16.67	16.67	8.33	0.0	0.0	0.0

**Instructor:** doc. Ing. Štefan Hronec, PhD., doc. Ing. Mária Murray Svidroňová, PhD., Ing. Nikoleta Jakuš Muthová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaMZS	<b>Course name:</b> Economy and Management of Health Services
<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> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> preparation of a seminar paper on a production and delivering of health and social services and economy of health care facilities and social services facilities: 20 points, data collection on quality of health and social services: 10 points, project presentation: 10 points, total – 40 points <b>b) final assessment:</b> oral examination: 0-60 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. applies the acquired knowledge in searching, elaboration and analysis of information on health services;</li> <li>2. is able to respond strategically to new situations and the health care system at the macro and micro levels in health care facilities in variant, flexible and creative way,</li> <li>3. applies critical analysis in evaluation of the delivery and production of health services and confronts the theory of health services with the results of the survey in practice,</li> <li>4. assess the legislative adequacy of the delivery and production of health services;</li> <li>5. evaluates the state of delivering health services in the territory of the Slovak Republic, eventually in individual regions, and management in specific health care facilities,</li> <li>6. establishes basic frameworks for optimizing the network of producers of health services.</li> </ol>	
<b>Brief outline of the course:</b> The economic nature of health services and their position in the market. Specifics of the market of health services compared to the current market of goods. Market, possibilities and causes of allocative failure of the market of health services. Economic aspects and systems of implementation of health services. Demand and supply, rationalization measures in the market of health services. Distribution context of the health services market. Methods of payment for health services. Management of health service providers. Efficiency of health services. Human resources and remuneration in health services.	
<b>Recommended literature:</b> 1. KUVÍKOVÁ, H. a kol., 2011. Ekonomika verejných služieb. Banská Bystrica: EF UMB. ISBN 978-80-557-0323-7	

2. ŠTRANGFELDOVÁ, J. 2013. Výdavky na zdravotníctvo. Bratislava: IURA. ISBN 978-80-8078-585-7
3. KUVÍKOVÁ, H., MURGAŠ, M., NEMEC, J. 1995. Ekonómia zdravotníctva. Banská Bystrica: Phoenix. ISBN 80-900563-1-8
4. KUVÍKOVÁ, H., MURGAŠ, M., NEMEC, J. 1998. Manažment zdravotníctva. Banská Bystrica: TRIAN. ISBN 80-967730-2-X
5. MURGAŠ, M. 2004. Ekonómia zdravotníckych služieb. Banská Bystrica: EF UMB. ISBN 80-8055-891-4

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours

Combined studies (P, S, K): 52

self-study: 70

project preparation: 38

information gathering: 20

**Course assessment**

The final number of assessed students: 20

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. Mária Murray Svidroňová, PhD.

**Last changed:** 20.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaMZaSS	<b>Course name:</b> Economy and Management of Health and Social Services
<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> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> project processing on the provision and production of health or social services and the management of health and social services facilities: 20 points; collection of information on the quality of health and social services: 10 points; presentation of the project at the seminar: 10 points, a total of 40 points <b>b) final assessment:</b> oral examination: 60 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. use the lessons learned to find, process and analyse information on health and social services;</li> <li>2. is able to respond strategically to new situations and the health and social system at macro and micro level in health and social services facilities in a variant, flexible and creative way;</li> <li>3. Applies critical analysis when evaluating the provision and production of health and social services and confronts the theory of health and social services with the results of the survey in practice;</li> <li>4. assess legislative sufficiency in the provision and production of health and social services;</li> <li>5. evaluates the state of provision of health and social services in the territory of the Slovak Republic, respectively in individual regions, and the management in specific health and social services</li> <li>6. establish basic frameworks for optimising the network of health and social service producers.</li> </ol>	
<b>Brief outline of the course:</b> The economic nature of health and social services and their market position. Specificities of the health and social services market compared to the normal market for goods. The market, the possibilities and causes of the allocation failure of the social and health services market. Economic aspects and systems of implementation of health and social services. Demand and supply, rationalisation measures in the health and social services market. Distributional context of the health and social services market. Methods of payment for health and social services. Management of health and social service providers. Efficiency of social and health services. Human resources and remuneration in health and social services.	
<b>Recommended literature:</b>	

1. KUVÍKOVÁ, H. et al. 2011. Ekonomika verejných služieb. Banská Bystrica: EF UMB, ISBN 978-80-557-0323-7.
2. ŠTRANGFELDOVÁ, J. 2013. Výdavky na zdravotníctvo. Bratislava: IURA, ISBN 978-80-8078-585-7.
3. KUVÍKOVÁ, H., MURGAŠ, M., NEMEC, J. 1995. Ekonómia zdravotníctva. Banská Bystrica: Phoenix, ISBN 80-900563-1-8.
4. ŠTRANGFELDOVÁ, J., KORIMOVÁ, G. 2014. Ekonomika sociálnych služieb. Banská Bystrica: EF UMB, BELIANUM. ISBN 978-80-557-0741-9.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours

Combined study (Lectures, Seminars, Consultations): 52

Self-study: 70

Information updating, work with legislation: 20

Preparation and completion of forms: 38

**Course assessment**

The final number of assessed students: 23

A	B	C	D	E	FX(0)	FX(1)
60.87	13.04	8.7	8.7	4.35	4.35	0.0

**Instructor:** doc. Ing. Mária Murray Svidroňová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaMVVSOaNB	<b>Course name:</b> Economy and Management of Public Administration, Defense and National Security
<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> 6	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>b) final assessment:</b> written examination: 100 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. is able to understand the rationale of state interventions in the field of defence security as a collective good on the basis of the acquired knowledge,</li> <li>2. understand the nature of the functioning of defence as part of the sectors of social needs,</li> <li>3. assess the possibilities of optimising the solution of state interventions in specific conditions in defence,</li> <li>4. create a basis for decision-making and management processes at the middle and higher management level of organisations in the system of defence services,</li> <li>5. understand the nature of defence services financing,</li> <li>6. clarify the nature of defence services production in an international context.</li> </ol>	
<b>Brief outline of the course:</b> The nature of sectors of societal needs. Public administration. Financing of public administration. Defence services as part of the public sector. Defence versus protection of the country. Defence services as a collective good. Financing of defence services. Organisation and management of defence services. Classification of defence services. Armed forces of the Slovak Republic. Police of the Slovak Republic. Fire Rescue Corps. Civil Protection of the Slovak Republic. Crisis management. International cooperation.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. BAILEY, S. J. 1995. Public Sector Economics. London: Macmillan, ISBN 0-07-70345-2.</li> <li>2. BAILEY, E. 1987. Public Regulation. London: The MIT Press, ISBN 0-262-02258-3.</li> <li>3. ROMM, J.J. 1993. Defining national security: the nonmilitary aspects. Council on Foreign Relations. ISBN 0-87609-135-4.</li> <li>4. FISCHER, C. 2016. The socio-economics of a draft army versus a volunteer army: A teaching exercise. B&gt; Quest, pp.1-12.</li> </ol>	

5. FORSTER, A., EDMUNDS, T., COTTEY, A. eds. 2002. The Challenge of Military Reform in Postcommunist Europe: Building Professional Armed Forces. Springer. ISBN 978-1-349-42628-7.
6. FORSTER, A. 2005. Armed forces and society in Europe. Springer. ISBN 978-1-4039-0365-5.
7. KYSEL, M. 2005. The Reflection of Fundamental Security Policy Documents in Practice. Yearbook of Slovakia's Foreign Policy, (1), pp.39-50, ISBN 80-969186-6-4.
8. SIMAK, L., RISTVEJ, J. 2009. The Present Status of Creating the Security System of the Slovak Republic after Entering the European Union. Journal of Homeland Security and Emergency Management, 6(1), ISSN: 1547-7355.
9. DWORZECKI, J., NOWICKA, I. 2021. Military and Police Cooperation in Visegrad Group at Time of Security Changes. In Conference Proceedings for 2021 ISOMA (p. 199).

**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: 12

A	B	C	D	E	FX(0)	FX(1)
41.67	16.67	16.67	8.33	16.67	0.0	0.0

**Instructor:** doc. Ing. Mária Murray Svidroňová, PhD., doc. Ing. Štefan Hronec, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaMSaK	<b>Course name:</b> Economy and Management of Sport and Culture
<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> 6	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> preparation and presentation of a seminar paper on a relevant topic: 0-20, written examination aimed at verifying the acquisition of basic knowledge in the field of economics and management of sport and culture, total 0-40 points <b>b) final assessment:</b> written examination: 0-40 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. applies the acquired knowledge in practical problem-solving at middle and higher decision-making levels in the sport and culture sectors,</li> <li>2. on the basis of the acquired knowledge, he/she will be able to search, process and analyse information on sport and culture services, their economic nature, structure, financing, etc.,</li> <li>3. applies critical analysis to evaluate management and decision-making in the sport and culture sectors,</li> <li>4. assess long-term trends and directions in the development of sport and culture services,</li> <li>5. evaluates the possibilities of using the acquired theoretical knowledge in practice,</li> <li>6. develops conceptual bases for decision-making at middle and senior management level in the sport and culture sectors.</li> </ol>	
<b>Brief outline of the course:</b> Socio-economic aspects of culture. Sport and culture as a part of the public sector. Sport and culture policy - tools, goals and measures. The European dimension of sport and culture. Development trends in sport and culture. Organization and management of sport and culture services. Financing of sport and culture services in the Slovak Republic and abroad. Production of sport and culture services.	
<b>Recommended literature:</b> 1. NOVOTNÝ, O. 2012. Dlhodobé vývojové trendy výdavkov na kultúru z verejných rozpočtov a zdrojov súkromných domácností v SR na prelome storočí (do roku 2010 vrátane), Bratislava: Národné osvetové centrum. ISBN 978-80-7121-360-6	

2. NOVOTNÝ, O. 2011. Premeny v podpore kultúry z verejných zdrojov v členských krajinách Rady Európy na prelome storočí. Bratislava: Národné osvetové centrum. ISBN 978-80-7121-333-8
3. NOVOTNÝ, J a kol. 2006. Ekonomika sportu – vybrané kapitoly. Praha: VŠE. ISBN 80-245-0979-2
4. NOVOTNÝ, J. a kol. 2011. Sport v ekonomice. Praha: Wolters Kluwer. ISBN 978-80-7357-666-0
5. ČÁSLAVOVÁ, E. 2009. Management a marketing sportu. Praha: Olympia. ISBN 978-80-7376-150-9
6. HOBZA, V. – REKTORÍK, J. a kol. 2006. Základy ekonomie sportu. Praha: Ekopress. ISBN 80-86929-04-3
7. DVORSKÝ, J. 2006. Manažment kultúry. Bratislava: Mladé letá. ISBN 80-10-00908-3

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours

Combined studies (P, S, K): 52

self-study: 70

project preparation: 38

information gathering 20

**Course assessment**

The final number of assessed students: 21

A	B	C	D	E	FX(0)	FX(1)
57.14	28.57	9.52	4.76	0.0	0.0	0.0

**Instructor:** doc. Ing. Štefan Hronec, PhD., doc. Ing. Mária Murray Svidroňová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EaPUS	<b>Course name:</b> Economy and Policy of Territorial Self-Government
<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> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> elaboration and presentation of the semester project: 0-40 points <b>b) final assessment:</b> oral examination: 0-60 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. is able to use the basic professional conceptual apparatus, which is related to the issues of the subject,</li> <li>2. is able to orientate in important relations and subjects of regional economy and policy,</li> <li>3. is able to apply theoretical knowledge to specific situations arising in the national and regional economy,</li> <li>4. is able to evaluate and take an appropriate decision, taking into account the possible consequences of this decision, with the knowledge and skills acquired,</li> <li>5. after completing this course, he/she can participate in the creation and implementation of regional policy in local and regional governments in the Slovak Republic,</li> <li>6. is able to identify problems and analyse phenomena arising in regional practice, to examine regional disparities and to propose solutions in the implementation of financial resources of the European Union and the Slovak Republic,</li> <li>7. is able to analyse the financial situation of self-governments,</li> <li>8. critically assesses the current financial relations between the various levels of public budgets.</li> </ol>	
<b>Brief outline of the course:</b> The economy of a self-governing region and the subjects that make up its economy. Financial, property and management relations of the self-governing region as the founder of other legal subjects. Property base of the self-governing region, purposes and ways of its use. Fiscal federalism and fiscal decentralization. Financing of self-governments. Sources of income of self-governments. Balancing vertical and horizontal fiscal imbalances. Introduction to regional policy. Development stages of regional development theories. Convergence and divergence theories of regional development. Regional policy of the European Union in individual programming periods and its implementation in the Slovak Republic. Regional disparities in the Slovak Republic and	

the European Union, possibilities of their expression, measurement indicators, tendencies of their development. Mathematical and statistical methods applicable in the study of regional disparities.

**Recommended literature:**

1. ŽÍTEK, V., KLÍMOVÁ, V. 2016. Aplikace konceptu regionálních inovačních systémů a implikace pro inovační politiku. Brno: Masarykova Univerzita MuniPress. ISBN 978-80-210-8415-5.
2. VITURKA, M., HALÁMEK, P., KLÍMOVÁ, V., PAŘIL, V., ŽÍTEK, V. 2015. Regionální rozvoj, politika a správa. (Diel 1 a 2) Brno: Masarykova Univerzita.
3. GEČIKOVÁ, I., PAPCUNOVÁ, V. 2011. Metódy a techniky regionálnej analýzy. Bratislava: Sprint dva. ISBN 978-80-89393-39-8.
4. BUČEK, M., REHÁK, Š., TVRDOŇ, J. 2010. Regionálna ekonómia a politika. Bratislava: Iura Edition. ISBN 978-8080-783-62-4.
5. KOŽIAK, R. 2008. Zmierňovanie regionálnych disparít prostredníctvom regionálnej politiky. Banská Bystrica: Ekonomická fakulta Univerzity Mateja Bela. ISBN 978-80-8083-573-6.
6. BLAŽEK, J., UHLÍŘ, D. 2002. Teorie regionálního rozvoje. Praha: Karlova univerzita, Karolinum. ISBN 80-246-0384-5.
7. Relevant valid legal regulations and official documents of the Slovak Republic and the European Union in the field of regional policy .
8. JÍLEK, M. 2008. Fiskální decentralizace, teorie a empirie. Praha: ASPI –Wolters Kluwer. ISBN 978-8073-5735-53.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 52  
Self-study: 60  
Information updating, work with legislation: 30  
Preparation and completion of forms: 8  
Others: 30

**Course assessment**

The final number of assessed students: 18

A	B	C	D	E	FX(0)	FX(1)
55.56	27.78	11.11	0.0	5.56	0.0	0.0

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

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.			

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_EEaP	<b>Course name:</b> Environmental Economy and Policy
<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> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> written case briefs and presentation: 0-50 score <b>b) final assessment:</b> written exam: 0-50 score	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. apply theoretical knowledge and practical skills in integrating the environmental aspect into decision-making processes,</li> <li>2. is able to identify environmental problems within territorial development and integrate them into decision-making,</li> <li>3. applies the acquired knowledge and skills in a multidisciplinary context,</li> <li>4. assess the significance of environmental risks in development activities;</li> <li>5. assess the current state of development in terms of environmental analysis with environmental dimension of sustainable development;</li> <li>6. create analytical work aimed at solving a specific problem in the context of the application of the environmental theory approach.</li> </ol>	
<b>Brief outline of the course:</b> Introduction to the course - background for environmental policy making and definition of basic concepts. Consumer decision - the consumption of environmental goods. Neoclassical environmental economics and valuation of natural resources. Ecological economy. The concept of sustainable development in the economy. Environmental policy (history and creation). Environmental policy in the EU and in the Slovak Republic. Economic aspects of the environmental policy. Environmental policy tools and its evaluation. Economic and regulatory instruments of environmental policy. Environmental policy at regional and local level. Economics related to climate change. Assessment and evaluation of ecosystem services.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ŠAUER, P. 2007. Kapitoly z environmentální ekonomie a politiky. Praha: Univerzita Karlova. ISBN 978-80-87076-06-6.</li> <li>2. ŠIMÍČKOVÁ, M., DRASTILOVÁ, M. 2013. Ekonomie udržitelnosti – Alternativní přístupy a perspektivy. Ostrava: VŠB-TU. ISBN 978-80-248-3286-9.</li> </ol>	

3. ŠVIHLOVÁ, D. A KOL. 2011. Environmentálna politika a regionálne disparity. Banská Bystrica: EF UMB. ISBN 978-80-557-0322-0.
4. COSTANZA, R., a kol. 2015. An Introduction to Ecological Economy. Routledge. ISBN 9781566706841.
5. van HAAREN, CH. a kol. 2019. Landscape Planning with Ecosystem Services. Netherland: Springer. ISBN 978-94-024-1681-7.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 52  
 Self-study: 100  
 Information updating, work with legislation: 28

**Course assessment**

The final number of assessed students: 18

A	B	C	D	E	FX(0)	FX(1)
27.78	22.22	27.78	11.11	11.11	0.0	0.0

**Instructor:** doc. Ing. Stanislav Kološta, PhD., doc. Ing. Kamila Borseková, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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.	

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

## 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. Beata Mikušová Meričková, 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 francais 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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 Čeněk, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.							

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_ISvVS	<b>Course name:</b> Information Systems in Public Sector
<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> <b>a) continuous assessment:</b> elaborating of assignments in seminars: 0 - 50 points <b>b) final assessment:</b> written exam 0 - 50 points	
<b>Learning objectives:</b> After completion of the course, the student: <ol style="list-style-type: none"> <li>1. evaluates information system of a particular organisation from user's point of view, identifies its positives, deficiencies, and limitations,</li> <li>2. obtains data available from information system and analyses it using generally available software tools,</li> <li>3. knows principles of relational databases and graphical data digital presentation and applies them in utilisation of geographical information system functions,</li> <li>4. analyses geographical data with the use of software and visually presents results of analyses,</li> <li>5. creates a complex picture about economic processes in public administration and accurately interprets results in real context,</li> <li>6. can collaborate with specialists on design, implementation, and operation of information system in public sector organisations.</li> </ol>	
<b>Brief outline of the course:</b> Information society in global economy and EU – goals and challenges. Informatisation and electronization of public administration – goals, assets, and principles. E-government. Information systems in public sector. Geographical information systems (GIS) and their applications. Geographical data analyses. Managerial information systems. Export and data processing from information system of an organisation. Designing, analyse and optimisation of economic processes with the use of advanced functions of worksheet.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. HRONEC, Š., MERIČKOVÁ, B. , ŠTRANGFELDOVÁ, J. 2008. Informačné systémy vo verejnom sektore. Zvolen: Bratia Sabovci. ISBN 978-80-8083-694-8</li> <li>2. BUCHALCEVOVÁ, A. 2009. Metodiky budování informačních systémů. Praha: Oeconomica. ISBN 978-80-245-1540-3</li> </ol>	

3. KLAČO, M. 2014. Geografické informačné systémy. Banská Bystrica: Belianum. ISBN 978-80-557-0679-5
4. MIHÁLIKOVÁ, E, ČISÁRIK, P. 2007. Manažérska informatika vo verejnej správe. Košice: UPJŠ. ISBN 978-80-7097-691-3
5. NAVARRU, M. 2019. Excel 2019 - Podrobný průvodce uživatele. Grada. ISBN 9788024720265
6. ŠINKA, K. 2015. Geografické informačné systémy v priestorovom plánovaní. Nitra: SPU. ISBN 9788055214443
7. ŠKVARCEKOVÁ, O. 2008. Digitálna gramotnosť ako nástroj efektívneho eGovernmentu. Bratislava: EKONÓM. ISBN 978-80-225-2574-9
8. ŠPAČEK, D. 2012. EGovernment. C.H. Beck. ISBN 978-80-7400-261-8
9. Zákon č. 95/2019 Z. z. o informačných technológiách vo verejnej správe a o zmene a doplnení niektorých zákonov
10. Zákon č. 305/2013 Z. z. o elektronickej podobe výkonu pôsobnosti orgánov verejnej moci a o zmene a doplnení niektorých zákonov (zákon o e-Governmente)

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours

Combined form (Lecture, Seminar, Consultation): 52

Self-study: 60

Solving of case studies: 30

Elaborating of seminar work: 20

Data collection: 18

**Course assessment**

The final number of assessed students: 53

A	B	C	D	E	FX(0)	FX(1)
3.77	11.32	11.32	13.21	54.72	1.89	3.77

**Instructor:** doc. Ing. Radoslav Kožiak, PhD., Ing. Katarína Sýkorová, PhD., Ing. Filip Flaška, PhD., Ing. Zuzana Rigová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>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 .</li> <li>2. Is able to identify, describe, analyse and visualise business processes in a selected software tool.</li> <li>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,...).</li> <li>4. Is able to understand the "SAP system landscape", to design a SAP implementation project in an enterprise.</li> </ol>	
<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> <ol style="list-style-type: none"> <li>1. KRIŠTOFÍK, P. et al. 2010. Podnikové financie. Banská Bystrica: Duma BB, 2010. ISBN 978-80-967833-6-X.</li> <li>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</li> <li>3. ANDERSON, G. 2012. Naučte se SAP za 24 hodín. Brno : Computer Press, 2012. ISBN 978-80-251-3685-0.</li> <li>4. PATEL, M. 2010. SAP ERP Financials. Brno: Computer Press, 2010. 453 s.</li> </ol>	

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, <a href="http://www.sap.sk">www.sap.sk</a> . 7. On line tutoriály 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. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>1. know the different asset classes and investment opportunities in the financial market,</li> <li>2. be able to recognise and identify the riskiness of different investment asset classes as well as current investment trends (ESG investing),</li> <li>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,</li> <li>4. be able to critically assess and evaluate the information and data needed to make investment decisions.</li> </ol>	
<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> <ol style="list-style-type: none"> <li>1. GRAHAM, B. – ZWEIG, J. 2008. Inteligentní investor. Grada Publishing, Praha, 2008, ISBN 978-80-247-1792-0.</li> <li>2. GLADIŠ, D. 2021. Akciové investice. Grada Publishing, Praha, 2021. 216 s. ISBN 9788027131228.</li> <li>3. PINTER, L. – MEŠŤAN, M. 2020. Kolektívne investovanie. Belianum UMB, Banská Bystrica. 2020, 126 s. ISBN: 978-80-557-1711-1.</li> <li>4. MEŠŤAN, M. – PINTER, L. 2022. Kolektívne investovanie a sporenie na dôchodok. Belianum UMB, Banská Bystrica. 2022</li> </ol>	

5. KOLLER, T. - GOEDHART, M. - WESSELS, D. 2015. Valuation: Measuring and Managing the Value of Companies. 6th Edition. Hoboken (New Jersey): Wiley, 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 Wiley & 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. Beata Mikušová Meričková, 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 <ol style="list-style-type: none"> <li>1. apply the theoretical knowledge as well as practical skills to the decision-making process</li> <li>2. identify problems related to regional development, and suggest their solutions in accordance with the latest trends in regional development</li> <li>3. apply the acquired knowledge and skills in multidisciplinary contexts</li> <li>4. evaluate relevance and importance of multispectral regards in developing activities of regions</li> <li>5. improve analytical and critical principles of thinking</li> <li>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.</li> </ol>	
<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.	

2. ŠIPIKAL, M., PARÍZKOVÁ, J. 2009. Učiac sa regióny. Bratislava: Ekonóm, 2009. 106 s. ISBN 978-80-225-2732-3.
3. STORPER, M.: Keys to the City: How Economics, Institutions, Social Interaction, and Politics Shape Development. 2013. ISBN: 9781400846269
4. R. CAPELLO, P. NIJKAMP: Handbook of Regional Growth and Development Theories. 2009.
5. Current sources published in scholarly journals, RSAI, Internet sources

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours

Combined study (P, S, K): 26

Self-study: 70

Preparation of the presentation with the required material: 30

Preparation of the project: 54

**Course assessment**

The final number of assessed students: 61

A	B	C	D	E	FX(0)	FX(1)
32.79	45.9	16.39	4.92	0.0	0.0	0.0

**Instructor:** Ing. Filip Flaška, PhD., doc. Ing. Stanislav Kološta, PhD.

**Last changed:** 07.06.2022

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## 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 intimacy: 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. Beata Mikušová Meričková, PhD.			

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_LaTRvVS	<b>Course name:</b> Lobbying and Decision-making in Public Sector
<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> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> written case study: 0-50 score <b>b) final assessment:</b> case-study submission, presentation and defense: 0-50 score	
<b>Learning objectives:</b> Student shall be able to: <ol style="list-style-type: none"> <li>1. understand the legislative process at various levels of public administration in SR with possibility of influencing and realizing public policies,</li> <li>2. apply acquired knowledge for identification of the key areas of building and operating interest organizations with possibilities of their influencing the decisions in the public sector,</li> <li>3. use political market analysis and decision making process tools,</li> <li>4. assess various regulation settings of influencing the decision-making in the public sector,</li> <li>5. evaluate the process of public policy making with its input and output parameters and identifies the influence of interest groups in the process of decision-making,</li> <li>6. develop and defend their own strategy and tactics of influencing a decision in a model situation context.</li> </ol>	
<b>Brief outline of the course:</b> Decision-making in the public sector. Influencing and asserting the interests and their characteristics. Classification of services to influence the decision-making in the public sector. Organizational and institutional aspects of lobbying. Legal aspects of lobbying. Influencing the decision-making on different levels in other countries. Influencing the decision-making in SR on national and local levels. Preparation, realization and procedures of lobbying campaigns and activities. Presentations of case studies focused at training of argumentation skills of students.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ŠEBO, J., MACEJÁK, Š. 2008. Zájmové organizácie a lobing. Banská Bystrica: Ekonomická fakulta UMB. ISBN 978-80-8083-653-5.</li> <li>2. ŠEBO, J. 2004. Interakcia štátnej správy a záujmových samospráv v SR. In: Konkurencia vo verejnom sektore. Zborník referátov z teoretického seminára. Brno: Ekonomicko-správní fakulta MU Brno. ISBN 80-210-3359-2.</li> </ol>	

3. ŠEBO, J., MERIČKOVÁ, B. 2008. Interest groups, lobbying, interaction environment and transparency in public sector decision-making. In: 16th NISPAcee Annual Conference "Public Policy and Administration: Challenges and Synergies". Bratislava: NISPAcee. ISBN 978-80-89013-38-8.
4. ŠEBO, J. 2005. Lobing ako nástroj ovplyvňovania rozhodnutí o produkcii verejných služieb. In: Acta Facultatis Aerarii Publici. Banská Bystrica: Fakulta financií UMB. ISSN 1336-5797.
5. ŠEBO, J. 2008. Formy lobingu a lobingová kampaň. In: Zborník z odbornej konferencie „Public relations a lobovanie pre knižnice“. Banská Bystrica: Štátna vedecká knižnica. ISBN 978-80-85169-97-3.
6. VIRDZEK, T. 2009. Strategické hry hráčov v kapitalizačnom pilieri. In: Acta Facultatis Aerarii Publici – Univerzita Mateja Bela. ISSN 1336-5797.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 52  
 Self-study: 52  
 Preparation of case-study: 70  
 Presentation of the research paper (case-study): 6

**Course assessment**

The final number of assessed students: 19

A	B	C	D	E	FX(0)	FX(1)
15.79	26.32	21.05	26.32	10.53	0.0	0.0

**Instructor:** Ing. Filip Flaška, PhD., Ing. Nikoleta Jakuš Muthová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MaRR	<b>Course name:</b> Local and Regional Development
<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> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> assignments: 0-30 score, written case briefs: 0-20 score <b>b) final assessment:</b> written exam: 0-50 score	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. apply theoretical knowledge and practical skills to decision-making processes in local and regional development,</li> <li>2. is able to identify local and regional development problems and offer sophisticated solutions,</li> <li>3. is able to work with and evaluate the data needed for local and regional development analyses,</li> <li>4. applies the acquired knowledge and skills in a multidisciplinary context,</li> <li>5. assess the necessity, scope and manner of intervention of local governments in regulating the development of their territory.</li> </ol>	
<b>Brief outline of the course:</b> Introduction to the course – background of local and regional development, definition of basic terms. Concepts of local and regional development. Measurements of regional development. Growth vs. development, regional policy. Regional policy approaches. EU and Slovak regional policy - goals and impact on local and regional development. Competitiveness of the regions. Basic strategies to support local and regional economy. Creating a favourable business environment at the local and regional level. Human resources and the development of the local economy. The influence of science and technology on regional development. The role of universities in territorial development.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. PIKE, A. 2016. Local and Regional Development. Taylor &amp; Francis, ISBN: 1138785725.</li> <li>2. VITURKA, M., HALÁMEK, P., KLÍMOVÁ, V., PAŘIL, V., ŽÍTEK, V. 2015. Regionální rozvoj, politika a správa. (Diel 1 a 2) Brno : Masarykova Univerzita.</li> <li>3. GEČIKOVÁ, I., PAPCUNOVÁ, V. 2011. Metódy a techniky regionálnej analýzy. Bratislava : Sprint dva. ISBN 978-80-89393-39-8.</li> <li>4. REHÁK, Š. A KOL. 2015. Lokálne ekonomické vplyvy univerzít. Bratislava: Ekonóm. ISBN 978-80-225-4007-0.</li> </ol>	

5. PAVLÍK, M. 2016. Podpora lokální ekonomiky: využití skrytých potenciálů v regionech. Praha: Wolters Kluwer. ISBN 978-80-7552-390-7.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, out of which

Combined study (Lectures, Seminars, Consultations): 52

Self-study: 90

Information updating, work with legislation: 38

**Course assessment**

The final number of assessed students: 24

A	B	C	D	E	FX(0)	FX(1)
8.33	4.17	12.5	41.67	25.0	8.33	0.0

**Instructor:** doc. Ing. Stanislav Kološta, PhD., doc. Ing. Radoslav Kožiak, PhD., Ing. Filip Flaška, PhD., Ing. Katarína Sýkorová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Sbírka 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., PAĽA, J. 2010. Makroekonómia II., Banská Bystrica : EF UMB, 2010.
11. LISÝ, J. a kol. 2013. Makroekonomická rovnováha a nerovnováha. (Teoretické a praktické problémy). Bratislava: Wolters Kluwer, 2013. ISBN 9788080785888.
12. LISÝ, J. a kol., 2007. 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. Makroekonómie. Karviná : OPF SÚ, 2002. ISBN 80-7248-159
15. Selected journals: Ekonomický časopis, Politická ekonomie, Ekonomika a spoločnosť, Ekonomické rozhlady, 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. Beata Mikušová Meričková, 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. 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. Beata Mikušová Meričková, 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 nestatních neziskových organizacích. Praha : 1. vydání, 2012. ISBN 978-80-87449-37-0.
2. BENČO, J. - KUVÍKOVÁ, H. a kol. 2011. Ekonomika veřejných služeb. 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MvVS	<b>Course name:</b> Management of Public Sector
<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> <b>a) continuous assessment:</b> processing of assignments 30 points <b>b) final assessment:</b> test 70 points	
<b>Learning objectives:</b> After completion of the course, the student is able to 1. compare and determine the differences of management in public and private sectors, 2. discuss and criticise the main organization and management theories in public sector 3. understand and evaluate the traditional and latest views on leadership, ethics, responsibility and governance in the public sector, 4. specify the ways of involving citizens in preparation and provision of public services 5. develop a set of performance indicators in a particular public sector organization .	
<b>Brief outline of the course:</b> Key issues in public sector management. Public and Private Sector Management - Differences and characteristics. Strategic management and its procedures. Task and function of manager in the public sector. Organizational cultures and motivation. The process of decision making. Performance management and its measurement in the public sector. The role of citizens in the public sector management. Specifics of financial management in public sector.	
<b>Recommended literature:</b> 1. OECD. 2001. Finančný manažment a kontrola verejnoprávnych inštitúcií. Paríž: OECD/ SIGMA. 2. PAPULA, J. a kol. 2019. Strategický manažment. Bratislava: Wolters Kluwer. ISBN 9788-075-985-354. 3. SEDLÁK, M. 2009. Manažment, Bratislava: Iura Edition. ISBN 9788-0807-828-32. 4. ŠIMO, D., MURA, L. 2015. Manažment organizácií. Bratislava: Wolters Kluwer. ISBN 978-80-8168-243-8. 5. ŠTOFKOVÁ, J. a kol. 2019. Manažment verejnej správy. Žilina: EDIS. ISBN 9788-0554-158-64. 6. VALACH, J. 2005. Investiční rozhodování a dlouhodobé financování. Praha: Ekopress. ISBN 978-80-86929-71-2.	

7. VODÁKOVÁ, J. a kol. 2016. Výkonnost a její měření ve veřejném sektoru. Praha: Wolters Kluwer. ISBN 9788-0755-201-35.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours

Combined form (Lecture, Seminar, Consultation): 52

Self-study: 57

Updating information, working with legislation 31

Other: 40

**Course assessment**

The final number of assessed students: 63

A	B	C	D	E	FX(0)	FX(1)
4.76	23.81	20.63	22.22	25.4	3.17	0.0

**Instructor:** doc. Ing. Kamila Borseková, PhD., Ing. Filip Flaška, PhD.

**Last changed:** 17.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MMvMaRR	<b>Course name:</b> Marketing Management in Local and Regional Development
<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> 6	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b> KVEaRR-EF/D_2_MvVSaNS/22	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> written case briefs: 0-50 score <b>b) final assessment:</b> case presentation written exam: 0-50 score	
<b>Learning objectives:</b> Student after successful completion of the course: <ol style="list-style-type: none"> <li>1. applies the acquired knowledge of strategic marketing planning in identifying the possibilities of using marketing strategies in the development of the territory (municipality, city, region, state),</li> <li>2. is able to orientate in a wide range of marketing strategies,</li> <li>3. is able to apply innovative approaches and modern trends in marketing strategies,</li> <li>4. can assess the potential and real competitive advantage of the territory in the creation of marketing strategies on the basis of approaches to competitive advantage, factors and characteristics of competitive advantage,</li> <li>5. is able to assess the position of the territory in a competitive environment on the basis of the tools of the marketing mix, global and regional competitiveness index,</li> <li>6. can create a marketing plan for territorial development and select a suitable marketing strategy for territorial development on the basis of rich knowledge of territory marketing, strategic marketing planning and overview of marketing strategies.</li> </ol>	
<b>Brief outline of the course:</b> Marketing management of places. Specifics of strategic marketing planning of spatial development. Basic marketing strategies of spatial development. Life cycle of a territory. Strategies of marketing mix tools, trends and innovations. Methods of evaluation and selection of product-market combinations (municipality, city, region). Identification, evaluation and competitiveness criteria of the territory based on the tools of the marketing mix. Global and regional competitiveness index. Potential versus real competitive advantage in the territory. Basic approaches to examining competitive advantage and types of competitive advantage. Marketing factors and characteristics of competitive advantage. Marketing competitive strategies of spatial development. Strategies aimed at building image and brand of the territory (national, regional, local). Marketing strategy aimed at attracting tourists, investors and entrepreneurs in tourism. Marketing strategy aimed at attracting	

business, investor entities. Marketing strategy aimed at attracting new residents and retaining current residents. Strategies of market position of place.

**Recommended literature:**

1. VAŇOVÁ, A. 2020. Marketingové stratégie rozvoja územia. Banská Bystrica: Belianum. ISBN 978-80-557-1783-8
2. BORSEKOVÁ, K., PETRÍKOVÁ, K., VAŇOVÁ, A., 2012. The methodology of use and building competitive advantage on the regional level. In Journal of Security and Sustainability Issues 2(1): 41-50. ISSN 2029-7017.
3. VAŇOVÁ A., VITÁLIŠOVÁ K., BORSEKOVÁ K. 2017. Prípadové štúdie z marketingu územia, z verejného a neziskového marketingu. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. ISBN 978-80-557-1297-0.
4. KOTLER, Ph., KELLER, L. K. 2013. Marketing management. 14. vydání. Praha: Grada Publishing. ISBN 978-80-247-4150-5
5. VITÁLIŠOVÁ, K. 2015. Marketing vzťahov v miestnej samospráve. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-0924-6.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 52 (2/2)  
Self-study: 50  
Preparation for seminars, news search, examples of good practices: 28  
Preparation of assignment including data collection and presentation: 50

**Course assessment**

The final number of assessed students: 14

A	B	C	D	E	FX(0)	FX(1)
78.57	14.29	7.14	0.0	0.0	0.0	0.0

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

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MvVSaNS	<b>Course name:</b> Marketing of Public Sector and Non-profit Sector
<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> <b>a) continuous assessment:</b> elaboration of the assignment during semester: 0-60 points <b>b) final assessment:</b> oral exam: 0-40 points	
<b>Learning objectives:</b> Student after successful completion of the course: <ol style="list-style-type: none"> <li>1. uses professional terminology of public services marketing, public administration marketing, non-profit marketing and place marketing, recognizes their tools and strategies,</li> <li>2. is able to apply the procedures and principles of marketing management in solving problems of public services marketing, public administration marketing, non-profit marketing and place marketing,</li> <li>3. on the basis of a wide range of marketing analytical methods is able to assess the situation in the provision of public service / in the territory / public authority / and identify problem areas,</li> <li>4. obtains, processes and evaluates information with regard to the specific area of marketing application by selected suitable marketing research methods and tools,</li> <li>5. is able to develop a marketing analysis and propose measures for the development of public services/ territories/public authorities with an emphasis on innovative marketing approaches.</li> </ol>	
<b>Brief outline of the course:</b> Marketing of public services (cultural, health, social, educational, etc.), specifics and tools. Public administration marketing, specifics and tools. Place marketing, specifics and tools. Non-profit marketing, specifics, tools. Marketing planning. Marketing information system in public sector. Data collection and their analysis. Marketing environment. Competition. Market segmentation. Marketing to Baby Boomers, Generation X, Y, Z, Alpha. Citizen as a customer. Marketing as a tool for inclusion and sustainability. Application of marketing trends in the public and non-profit sector.	
<b>Recommended literature:</b> 1. VAŇOVÁ, A. 2020. Marketingové stratégie rozvoja územia. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta, ISBN 978-80-557-1783-8.	

2. VAŇOVÁ A., VITÁLIŠOVÁ K., BORSEKOVÁ K. 2017. Prípadové štúdie z marketingu územia, z verejného a neziskového marketingu. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1297-0.
3. VAŇOVÁ, A., VITÁLIŠOVÁ, K. BORSEKOVÁ K. 2017. Marketing územia. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1296-3.
4. FORET, M., VAŇOVÁ, A. a kol. 2013. Marketing v regionálnom rozvoji. Brno: Mendelova univerzita v Brne. ISBN 978-80-7375-812-7
5. FORET, M., VAŇOVÁ, A. et al. 2013. Marketingová komunikace ve veřejné správě. Brno: Mendelova univerzita v Brne. ISBN 978-80-7375-869-1
6. BAČUVČÍK, R. 2011. Marketing neziskových organizací. Zlín: VeRBuM. ISBN 978-80-87500-01-9.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, within that:

combined form: Lectures, Seminar, Consultation: 52 (2/2)

self-study: 50

active preparation for seminars: 28

collection of data: 50

**Course assessment**

The final number of assessed students: 52

A	B	C	D	E	FX(0)	FX(1)
40.38	19.23	23.08	11.54	3.85	1.92	0.0

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

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_NTvMaRP	<b>Course name:</b> New Trends in Local and Regional Policy
<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> 6	
<b>Recommended semester/trimester:</b> 3.	
<b>Level:</b> II.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> elaboration of the assignment during the semester: 0-50 points <b>b) final assessment:</b> written exam: 0-50 points	
<b>Learning objectives:</b> Student after successful completion of the course: <ol style="list-style-type: none"> <li>1. understands and actively uses terminology and knowledge of new trends in local and regional development,</li> <li>2. is able to apply theoretical knowledge and practical skills to decision-making processes,</li> <li>3. is able to identify problems in local and regional development and propose solutions based on current trends,</li> <li>4. applies the acquired knowledge and skills in a multidisciplinary context,</li> <li>5. is able to assess the importance of a broad-spectrum perspective in the territory development activities,</li> <li>6. develops analytical and critical thinking in solving specific situations in the territory development,</li> <li>7. is able to understand the causal context in the issue and prepares creatively a presentation of a modern concept of development, respectively. criticism of the already existing applied concept of local and regional development,</li> <li>8. applies knowledge and innovative approaches in identifying, building and exploiting competitive advantage based on the use of modern approaches for local and regional development.</li> </ol>	
<b>Brief outline of the course:</b> Current theories of local and regional development. Cities, functional urban areas development. Integrated planning. Knowledge, education, innovation and regional innovation systems. New approaches to local and regional policy. Sustainable territories and Agenda 2030. Smart cities and regions. Creative cities, cities districts and regions. Resilient cities. Agile cities and city districts. Charter cities. Happy cities. Living Lab concept. Innovation in public services. Building the competitive advantage based on new trends.	
<b>Recommended literature:</b>	

1. VAŇOVÁ, A. 2021. Trendy v rozvoji miest. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1884-2.
2. VAŇOVÁ, A., VITÁLIŠOVÁ, K. BORSEKOVÁ K. 2017. Marketing územia. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1296-3.
3. VITÁLIŠOVÁ, K. THURIOT, F. (eds). 2019. Creative potential in the cities and its exploitation in the sustainable development. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1661-9.
4. VAŇOVÁ, A. et al. 2016. Kreatívne odvetvia ako zdroj nehmotných aktív v kontexte inteligentného rozvoja a inovácií. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1173-7.
5. ČAPKOVÁ a kol. 2011. Regionálny rozvoj a inovácie. Banská Bystrica: Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-0130-1.
6. LOPES, N. V. M. 2020. Smart governance for Cities: Perspectives and Experiences. Cham: Springer. ISBN 978-3030-2206-93.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, within that:

Combined form: Lecture, Seminar, Consultation: 52

self-study: 50

active preparation for seminars: 28

collection of data: 50

**Course assessment**

The final number of assessed students: 21

A	B	C	D	E	FX(0)	FX(1)
76.19	9.52	9.52	0.0	4.76	0.0	0.0

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

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_PTV	<b>Course name:</b> Participatory Public Policy Making
<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> <b>a) continuous assessment:</b> written case briefs: 0-60 score <b>b) final assessment:</b> case presentation written exam: 0-40 score	
<b>Learning objectives:</b> Student after successful completion of the course: <ol style="list-style-type: none"> <li>1. knows the conceptual apparatus of public policy and participation in its making on the basis of the acquired knowledge,</li> <li>2. is able to orientate in the process of participation, define the composition of the actors of the participatory process and their role in this process,</li> <li>3. is able to critically assess the facts, propose an appropriate participatory approach and, subsequently, evaluate the quality of participation and its impact on public policy;</li> <li>4. applies the tools and methods of participation to specific public policy-making in different areas of competence as well as at different levels of government (national, regional, local);</li> <li>5. is able to evaluate a variety of input data related to the public policy process through his skills, which enables him to actively participate in public policy-making from the citizen's point of view, as well as to manage the participatory process from the position of manager in public administration.</li> </ol>	
<b>Brief outline of the course:</b> Public politics. Public policy process. Public policy actors. Public policy instruments. Public policy consultation and cooperation. A participatory process as part of public policy at different levels of government. Participatory process design. Participants in the participatory process. Methods and tools of participation. Digital participation. Implementation of a participatory process. Evaluation of the quality of the participatory process. Monitoring and evaluation of public policy impact. Opportunities for participation in various areas of public policy - examples of good practice. Partnership. Forms of partnerships. Subjects of relationships. Partnership building tools. Barriers and key factors in building successful partnerships. Ethics, etiquette and communication in public policy.	
<b>Recommended literature:</b>	

1. VITÁLIŠOVÁ, K., KOŽIAK, R., KRŇÁČ, J., LIPTÁKOVÁ, K. 2017. Verejná politika a úloha občana v nej. Banská Bystrica : Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-1248-2.
2. Kolektív autorov. 2018. Vybrané kapitoly z verejnej správy a regionálneho rozvoje. Praha: Professional Publishing. ISBN 978-80-88260-19-6.
3. MIKOVÁ, K., ODRUŠEK, D., FIALOVÁ, Z., ŽILINSKÁ, M. 2020. Participovať? Participovať! Učebnica participatívnej tvorby verejných politík. Ministerstvo vnútra Slovenskej republiky/Úrad splnomocnenca vlády SR pre rozvoj občianskej spoločnosti. ISBN 978-80-89051-54-0.
4. VITÁLIŠOVÁ, K. 2015. Marketing vzťahov v miestnej samospráve. Banská Bystrica : Belianum. Vydavateľstvo Univerzity Mateja Bela v Banskej Bystrici. Ekonomická fakulta. ISBN 978-80-557-0924-6.
5. LOPES, N. V. M. 2020. Smart governance for Cities: Perspectives and Experiences. Cham: Springer. ISBN 978-3030-2206-93.
6. BOLÍVAR, M. P. R., Muñoz, L. A. 2019. E-Participation in Smart Cities: Technologies and Models of Governance for Citizen Engagement. Cham: Springer. ISBN 978-3319-8947-37.

**Language of instruction:**

Slovak, English

**Notes:student time load:**

180 hours, out of which

Combined study (Lectures, Seminars, Consultations): 52(2/2)

Self-study: 50

Preparation for seminars, news search, examples of good practices: 28

Preparation of assignment including data collection and presentation: 50

**Course assessment**

The final number of assessed students: 63

A	B	C	D	E	FX(0)	FX(1)
46.03	20.63	15.87	9.52	4.76	3.17	0.0

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

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.			

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_PaRvVS	<b>Course name:</b> Planning and Budgeting in Public Sector
<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> <b>a) continuous assessment:</b> preparation and presentation of a seminar paper on planning and budgeting in public sector organisations :0-20, written examination aimed at verifying the acquisition of basic knowledge in the field of planning and budgeting, total 0-40 points <b>b) final assessment:</b> written examination: 0-40 points	
<b>Learning objectives:</b> <ol style="list-style-type: none"> <li>1. apply the acquired knowledge in the preparation of plans at different levels, as well as in the actual budgeting process in public sector organisations,</li> <li>2. on the basis of the acquired knowledge, be able to draw up individual plans and budgets of public sector organisations,</li> <li>3. apply critical analysis in evaluating and monitoring the implementation of individual plans and budgets of public sector organisations,</li> <li>4. assess long-term trends and directions in public sector planning and budgeting of revenue and expenditure,</li> <li>5. evaluate the possibilities of applying the acquired theoretical knowledge in practice,</li> <li>6. develop a conceptual basis for the preparation of short-term plans and long-term strategies, develop incremental and performance budgets.</li> </ol>	
<b>Brief outline of the course:</b> History of planning and budgeting in the context of the public sector. Plan and budget. integral part of ROPO management. The importance of planning in public service organizations. Issues in public service planning. Methods of long and short term planning and budgeting in ROPOs. Decision making in ROPO vrs. evaluating the effectiveness of the decision. Methods and methods of monitoring and evaluation of plans and budgets in ROPOs. New approaches to the planning and budgeting process.	
<b>Recommended literature:</b> HRONEC Š. 2017. Strategické plánovanie ako súčasť rozpočtovania vo verejnej správe . Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 184 s. - ISBN 978-80-557-1308-3	

2. Hronec Š. kol. 2017. Programové rozpočtovanie ako súčasť new public managementu a jeho uplatňovanie v orgánoch miestnej samosprávy, Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 352 s. ISBN 978-80-557-1309-0
3. HRONEC Š. 2017. New public manažment v kontexte poskytovania verejných služieb, Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2017. - 337 s. ISBN 978-80-557-1307-6
4. Kol. autorov, 2020. Efektivita a výkonnosť súčasného stavu medziobecnej spolupráce na úrovni vnútroštátnych a prihraničných regiónov. ZMOS: Bratislava, Výstup národného projektu: Modernizácia miestnej územnej samosprávy, Operačný program Efektívna verejná správa.
5. Kol. autorov, 2021. Nový komunálny manažment. ZMOS: Bratislava, Výstup národného projektu: Modernizácia miestnej územnej samosprávy, Operačný program Efektívna verejná správa
6. BEBLAVÝ, M., BAŤO, R., MEDERLY, P. 2002. Rozpočtovanie a riadenie verejných výdavkov. Bratislava: INEKO. ISBN 80-89041-48-5
7. BONN, I. 2005. Improving Strategic Thinking: a multilevel approach. Leadership and Organization Development Journal.
8. CUMMINGS, S. 1995. Pericles of Athens – Drawing from the Essence of Strategic Leadership. Business Horizons. Vol. 38, Issue 1.
9. DACEJ, R. 2000. Programové rozpočtovanie. In: Problematika financovania verejného sektora z aspektu jeho príjmov a výdavkov. Bratislava: NF EU. ISBN 80-225-1406- 3
10. MERIČKOVÁ, B., ŠEBO, J. 2006. Finančný manažment vo verejnoprávnych a súkromnoprávnych neziskových organizáciách. In: Management územní samosprávy. Brno: MU ESF. ISBN 80-210-3957-4
11. PAPULOVÁ, Z. 2012. Strategické analýzy s podporou strategického myslenia, Kartprint Bratislava. ISBN 97880-89553-10-5
12. STRECKOVÁ, Y. 1997. K metodám objektivizace výše výdajových položek veřejných rozpočtů. In: Objektivizace výdajů z veřejných rozpočtů. Brno: ESF MU. ISBN 80-210-639-6
13. TOMMASI, D. – ALLEN, R. 2001. Managing Public Expenditures. Paříž: CEDEX. ISBN 92-64-17690-X
14. VINCÚR, P. 2000. Makroekonomická analýza a prognóza. Bratislava: Sprint. ISBN 80-88848-65-2. Macroeconomic analysis and forecasting. Bratislava: Sprint vfra, ISBN 80-88848-65-2.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

150 hours

combined studies (P, S, K): 52

self-study: 50

project preparation: 28

information gathering: 20

**Course assessment**

The final number of assessed students: 51

A	B	C	D	E	FX(0)	FX(1)
52.94	19.61	17.65	5.88	3.92	0.0	0.0

**Instructor:** doc. Ing. Štefan Hronec, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.							

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_VE	<b>Course name:</b> Public Economics
<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> <b>a) continuous assessment:</b> written case briefs: 0-40 score <b>b) final assessment:</b> written exam: 0-60 score	
<b>Learning objectives:</b> The student: <ul style="list-style-type: none"> <li>• is able to understand the state interventions in mixed economy,</li> <li>• applies the Market failure theory in analysis of the state interventions in real economy,</li> <li>• evaluates the risks of state interventions in real economy by using the State failure theory,</li> <li>• uses the knowledge to identify state interventions in real economics conditions,</li> <li>• reviews the possibilities of optimalization of identify state interventions in real economics conditions,</li> <li>• proposes the methodological guidelines of public services management.</li> </ul>	
<b>Brief outline of the course:</b> State and market. Market failure theory. State failure theory. The role of state in economy – history of economic thought. Optimalization of public goods – alternative public goods delivery arrangements. Contracting out in public sector. Public Private Partnerships projects: types, risks. Public expenditure programmes evaluation methodology. Input-output evaluation methods – Cost Minimalization Analysis (CMA), Cost Benefit Analysis (CBA). Cost Effectiveness Analysis (CEA). Cost Utilization Analysis (CUA). Public expenditure programmes evaluation cases.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. MIKUŠOVÁ MERIČKOVÁ, B., STEJSKAL, J. 2014. Teorie a praxe veřejné ekonomiky. Praha : Wolters Kluwer, ISBN 978-80-7478-126-9.</li> <li>2. STEJSKAL, J., MIKUŠOVÁ MERIČKOVÁ, B., OCHRANA, F. et al. 2020. Rozhodování o věcech veřejných .Praha : Wolters Kluwer, ISBN 978-80-7598-829-4.</li> <li>3. MIKUŠOVÁ MERIČKOVÁ, B. 2020. Kontrahovanie služieb vo verejnom sektore - skúsenosti v Slovenskej a Českej republike. Brno : Masarykova univerzita, Ekonomicko-správní fakulta, ISBN 978-80-210-9742-1.</li> <li>4. MIKUŠOVÁ MERIČKOVÁ, B., STEJSKAL, J. 2013. Veřejná ekonomie. Pardubice : Fakulta ekonomicko - správní, ISBN 978-80-7395-578-6.</li> </ol>	

5. MEDVEĎ, J., NEMEC, J. et al. 2011. Verejné financie. Bratislava : Sprint, ISBN 978-80-89393-46-6.
6. OCHRANA, F. 2004. Veřejné zakázky. Metody a metodika efektivního hodnocení a výběru. Praha : Ekopress, ISBN 80-86119-79-3.
7. MIKUŠOVÁ MERIČKOVÁ, B., FANTA, P. 2012. Optimalizace outsourcingu ve veřejném sektoru. Praha : Wolters Kluwer, ISBN 978-80-7357-990-6.
8. MIKUŠOVÁ MERIČKOVÁ, B. 2011. kap. 2.2. Verejné služby v teórii verejných financií, 4. Ekonomická podstata verejných služieb, 8. Reforma verejných služieb v SR, 9. Partnerstvo verejného a súkromného sektora v zabezpečovaní verejných služieb. In: Kuvíková, H. – Benčo, J. a kol. 2011. Ekonomika verejných služieb. Banská Bystrica : Ekonomická fakulta UMB, ISBN 978-80-557-0323-7

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, of which:

Composit study (L, S, C): 52

Selfstudy: 58

Written case brief: 40

Data collection: 30

**Course assessment**

The final number of assessed students: 62

A	B	C	D	E	FX(0)	FX(1)
54.84	20.97	14.52	4.84	3.23	1.61	0.0

**Instructor:** prof. Ing. Beata Mikušová Meričková, PhD., Ing. Nikoleta Jakuš Muthová, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_VF	<b>Course name:</b> Public Finance
<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> <b>a) continuous assessment:</b> semestral project: 0-40 score <b>b) final assessment:</b> written exam: 0-60 score	
<b>Learning objectives:</b> After completion of the course, the student shall be able to: <ol style="list-style-type: none"> <li>1. understand the theoretical and application background of public finance theory,</li> <li>2. apply the knowledge about taxation and evaluation of effectiveness of public expenditure,</li> <li>3. critically assess effects on equity and efficiency and distribution consequences of public revenue and public expenditure,</li> <li>4. use tools of public revenue generation and realization of public expenditure,</li> <li>5. assess the possibilities of alternative forms in different conditions,</li> <li>6. formulate their own opinion on application of alternative forms of generating public revenue and realizing public expenditure presented in a semester project.</li> </ol>	
<b>Brief outline of the course:</b> Functions of public finance in the context of small and open economies. Allocation function of public finance. Redistribution function of public finance. Stabilization function of public finance. Regulation function of public finance. Direct taxes. Indirect taxes. Not-tax revenue. Budgetary system and state budget. Performance and program budgeting. WTP and WTA in public finance. Growth of public expenditure.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. MEDVEĎ, J., NEMEC, J. a kol. Verejné financie. Bratislava: Sprint, ISBN 978-80-89393-46-6.</li> <li>2. DVOŘÁK, P. 2008. Veřejné finance, fiskální nerovnováha a finanční krize. Beckova edice ekonomie, ISBN 978-80-7400-075-1.</li> <li>3. MUSGRAVE, R., MUSGRAVE, P. 1994. Veřejné finance v teorii a praxi. Praha : Management Press. ISBN 80-8560-376-4.</li> <li>4. ŠEBO, J., RAGUSEO, D. 2008. Fiscal Policy Cooperation in EMU: A literature review. In: Teoretické a praktické aspekty veřejných financí. Zborník z medzinárodnej vedeckej konferencie. Praha: VŠE Praha, Oeconomica, ISBN 978-80-245-1378-2.</li> </ol>	

5. CULLIS, J., JONES, P. 1992. Public Finance and Public Choice. London: McGraw – HILL BOOK CO. ISBN 0-07-7070400-9.

**Language of instruction:**

Slovak, English

**Notes: student time load:**

180 hours, out of which

Combined study (Lectures, Seminars, Consultations): 52

Self-study: 58

Semestral project: 70

**Course assessment**

The final number of assessed students: 52

A	B	C	D	E	FX(0)	FX(1)
9.62	40.38	28.85	13.46	5.77	1.92	0.0

**Instructor:** doc. Ing. Mária Murray Svidroňová, PhD., Ing. Nikoleta Jakuš Muthová, PhD., Ing. Filip Flaška, PhD.

**Last changed:** 16.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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.	

<b>Course assessment</b>						
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
<b>Instructor:</b> doc. Ing. Denisa Malá, PhD.						
<b>Last changed:</b> 26.10.2022						
<b>Approved by:</b> prof. Ing. Beata Mikušová Meričková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> D_2_MV	<b>Course name:</b> Research Methodology
<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 / 13 <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> <b>a) continuous assessment:</b> written exam: 0 - 50 points <b>b) final assessment:</b> seminar work: 0 - 50 points	
<b>Learning objectives:</b> After completion of the course, the student should be able to: <ol style="list-style-type: none"> <li>1. implement the research process individually while respecting the ethics of science and research, on the grounds of the acquired knowledge</li> <li>2. use scientific research methods with regard to the defined objective, object and subject of research,</li> <li>3. apply the acquired knowledge and skills in solving research tasks,</li> <li>4. assess suitability and adequacy of the used research methods,</li> <li>5. assess and interpret the achievements,</li> <li>6. create and elaborate qualification, final papers and future research tasks.</li> </ol>	
<b>Brief outline of the course:</b> Science and research, preparation for research. Selection of the topic/problem. Research methodology. Analysis of the current level of the problem knowledge. Information preparation. Elementary socio-economical and statistical research methods. Resources and techniques for data collecting. Data processing. Interpretation of results. Synthetization and presentation of the conclusions. Processing and presentation of the qualification paper methodology.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. BENČO, J. 2001. Metodológia vedeckého výskumu. Bratislava : IRIS. ISBN 80-89018-27-0.</li> <li>2. GAVORA, P. 2008. Úvod do pedagogického výskumu. 4.vyd. Bratislava : Univerzita Komenského. ISBN 978-80-223-2391-8.</li> <li>3. HENDL, J. 2006. Přehled statistických metod zpracování dat. Analýza a metaanalýza dat. Praha: Portál. ISBN 80-7367-123-9.</li> <li>4. ONDREJKOVIČ, P. 2007. Úvod do metodológie spoločenskovedného výskumu. Bratislava : Veda. ISBN 978-80-224-0970-4.</li> <li>5. HEBÁK, P. a kol. Vícerozměrné statistické metody 1. Praha, Informatorium. ISBN 80-7333-025-3.</li> </ol>	

6. RICHTEROVÁ, K. 2006. Marketingový výskum. Bratislava: vydavateľstvo Ekonóm. ISBN 80-225-20

**Language of instruction:**

Slovak, English

**Notes: student time load:**

120 hours, out of which

Combined study (Lectures, Seminars, Consultations): 26

Self-study: 40

semester paper: 40

Collection of research data: 14

**Course assessment**

The final number of assessed students: 51

A	B	C	D	E	FX(0)	FX(1)
17.65	19.61	15.69	17.65	23.53	5.88	0.0

**Instructor:** doc. Ing. Alena Kaščáková, PhD., doc. Ing. Stanislav Kološta, PhD., RNDr. Pavol Kráľ, PhD.

**Last changed:** 17.12.2021

**Approved by:** prof. Ing. Beata Mikušová Meričková, 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	

<b>Course assessment</b>						
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
<b>Instructor:</b> Mgr. Petra Strnádová, PhD.						
<b>Last changed:</b> 07.06.2022						
<b>Approved by:</b> prof. Ing. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>1. provide basic information about the city/village of their residence</li> <li>2. describe their university</li> <li>3. explain the ways of shopping</li> <li>4. express the differences between the means of transport</li> <li>5. present typical local meals</li> <li>6. know and respect cultural specific features of the countries in an international environment</li> </ol>	
<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> <ol style="list-style-type: none"> <li>1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012.</li> <li>2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.</li> </ol>	
<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: 9						
A	B	C	D	E	FX(0)	FX(1)
66.67	0.0	0.0	0.0	0.0	33.33	0.0
<b>Instructor:</b> Mgr. Petra Strnádová, PhD.						
<b>Last changed:</b> 07.06.2022						
<b>Approved by:</b> prof. Ing. Beata Mikušová Meričková, 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> <ol style="list-style-type: none"> <li>1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012.</li> <li>2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.</li> </ol>	
<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. Beata Mikušová Meričková, 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: <ol style="list-style-type: none"> <li>1. provide basic information about Slovak tourist destinations</li> <li>2. describe family and family relations</li> <li>3. explain principles of phone calls and correspondence</li> <li>4. present popular summer festivals in the form of presentation</li> <li>5. distinguish between male and female roles</li> <li>6. know and respect cultural specific features 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 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> <ol style="list-style-type: none"> <li>1. KAMENÁROVÁ, R. et.al. 2012. Krížom-krážom. Slovenčina A1. Bratislava: UK, 2012.</li> <li>2. PEKAROVIČOVÁ, J. 2006. Slovenčina pre cudzincov. Bratislava: Stimul, 2006.</li> </ol>	
<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. Beata Mikušová Meričková, 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 ways how to gain selected social-psychology skills</li> <li>- Improves his/her selfknowledge and he/she will be able to formulate his/her strengths and weaknesses and he/she will be ready to plan his/her personal development</li> <li>- Gains basic experience with empathy, social perception, conflict solution, organization cooperation, work in team.</li> <li>- Except for basic communication skills he/she gains skills with other soft skills and its practical using.</li> </ul>	
<b>Brief outline of the course:</b> Man in social environment. Social intelligence and social-psychological skills. Self-knowledge. Social perception. Empathy, 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. KŘÍŽ P. 2005. Kdo jsem, jaký jsem. Kladno: AISIS. 2005
9. ORAVCOVÁ, J. 2002. Sociálna psychológia. Banská Bystrica FHV UMB. 2002 ISBN 80-8055-980-5
10. ŘEZÁČ, J. Sociální psychologie. Brno: Paido. 1998. 268 s. ISBN 80-85931-48-6.

**Language of instruction:**

slovak

**Notes:student time load:**

120 hours, from which:

combined studies (P, S, K): 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. Beata Mikušová Meričková, 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> Spracovanie ekonomických procesov v 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>						
<b>Approved by:</b> prof. Ing. Beata Mikušová Meričková, 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: 0

abs	n	p	v
0.0	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. Beata Mikušová Meričková, 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. Prenice 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 Horehájová, PhD., Ing. Mariana Považanová, PhD.						
<b>Last changed:</b> 21.10.2022						
<b>Approved by:</b> prof. Ing. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, 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. Beata Mikušová Meričková, PhD.							