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## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> 3_AW_AJ	<b>Course name:</b> Academic Writing in English
<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> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <ul style="list-style-type: none"><li>• Writing assignments:<ol style="list-style-type: none"><li>1. Essay on the student's dissertation thesis</li><li>2. Summary of a given text</li><li>3. Abstract of an article from the respective area of research</li></ol></li><li>• Final assessment interview</li></ul>	
<b>Learning objectives:</b> <p>On completion of the course, the student can:</p> <ol style="list-style-type: none"><li>1. understand writing as a process that includes structuring, editing and checking of the text</li><li>2. use standard written English and adjust their own writing in terms of accuracy</li><li>3. demonstrate good command of general and specialist vocabulary in the relevant field of research,</li><li>4. search for, analyze and evaluate suitable resources to fulfill a series of written assignments within their field of research,</li><li>5. express opinions and arguments appropriately,</li><li>6. write clear, well-structured text of a certain extent with high grammatical and stylistic accuracy (summary, abstract, article and others).</li></ol>	
<b>Brief outline of the course:</b> <p>The course focuses on the tools needed in writing at the academic level. It provides training in various aspects of writing – format, syntax, grammar, style, wording and punctuation; expressing different functions such as comparison and contrast, cause and effect, generalization, evaluation, interpretation of data, discussion and argumentation; writing a paragraph and coherent texts, writing a summary, abstract and article; work with resources in writing; identifying plagiarism.</p>	
<b>Recommended literature:</b> <ol style="list-style-type: none"><li>1. SPIŠIAKOVÁ, M., 2011. English for Academic Staff. Writing Skills. Banská Bystrica: Univerzita Mateja Bela, 2011. 65 s. ISBN 978-80-557-0176-9</li><li>2. CHIN, P. et al., 2012. Academic Writing Skills. Cambridge, New York, Melbourne, New Delhi, Singapore: Cambridge University Press, 2012. 122 s. ISBN 978-1-107-63622-4</li><li>3. HEFFERNAN, J.A.W., LINCOLN, J. E., 1982. Writing. A College Handbook. New York: W. W. Norton &amp; Company, Inc. a Toronto: George J. McLeod Ltd., 1982. 576 s. ISBN 0-393-95150-2</li></ol>	

<b>Language of instruction:</b> English						
<b>Notes:student time load:</b>						
<b>Course assessment</b> The final number of assessed students: 2						
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> doc. PhDr. Dana Benčíková, PhD.						
<b>Last changed:</b> 24.01.2024						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_AZRDVP_AJ	<b>Course name:</b> Active participation in a domestic research project
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 8	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Participation in a research project of a domestic character	
<b>Learning objectives:</b> The student 1. will use the acquired knowledge and skills in solving tasks related to the scientific project he/she is involved in, 2. is able to apply the methodologies of scientific research in solving individual project tasks, 3. applies methods of scientific research in processing the data by means of selected statistical methods and statistical programs, 4. demonstrates the acquired skills in preparing a scientific paper, being a result of the conducted project, and 5. co-authors scientific papers in journals and proceedings that are included in relevant databases (Web of Science, EconLit, SCOPUS, etc.).	
<b>Brief outline of the course:</b> Stručná osnova predmetu: Domáci výskumný projekt základného výskumu je systematická tvorivá činnosť, ktorej hlavným cieľom je získavanie nových poznatkov bez ohľadu na možnosti ich priameho praktického využitia. Domáci výskumný projekt aplikovaného výskumu je systematická tvorivá činnosť zameraná na získavanie nových poznatkov s cieľom priameho využitia získaných výsledkov v hospodárskej praxi a v spoločenskej praxi.	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a> . 3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. Missouri Medicine, 116(6), 461–465.	

4. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2. vyd. London: Sage. 264 s. 2015. ISBN 9781446207499.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_AZRMVP_AJ	<b>Course name:</b> Active participation in an international research project
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 10	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Participation in a research project of an international character	
<b>Learning objectives:</b> The student <ol style="list-style-type: none"> <li>1. will use the acquired knowledge and skills in solving tasks related to the scientific project he/she is involved in,</li> <li>2. is able to apply the methodologies of scientific research in solving individual project tasks,</li> <li>3. applies methods of scientific research in processing the data by means of selected statistical methods and statistical programs,</li> <li>4. demonstrates the acquired skills in preparing a scientific paper, being a result of the conducted project, and</li> <li>5. co-authors scientific papers in journals and proceedings that are included in relevant databases (Web of Science, EconLit, SCOPUS, etc.).</li> </ol>	
<b>Brief outline of the course:</b> An international research project of primary research is a systematic creative activity the main objective of which is to acquire new information and knowledge regardless of the possibility of its utilization in practice. The international research project of applied research is a systematic creative activity focused on acquiring new information and knowledge that aims at utilization of the obtained results in business and social practice.	
<b>Recommended literature:</b> Required literature: <ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a>.</li> <li>3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. Missouri Medicine, 116(6), 461–465.</li> </ol>	

4. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2. vyd. London: Sage. 264 s. 2015. ISBN 9781446207499.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_AsaUTn_AJ	<b>Course name:</b> Authorship or co-authorship of a teaching text (over 1 AS)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 15	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Writing as an author or co-author of a teaching text (scripta) in Slovak or a foreign language in print or electronic form.	
<b>Learning objectives:</b> After completion of the course, the student can: <ol style="list-style-type: none"> <li>1. use the acquired knowledge and skills in their research and teaching activity</li> <li>2. apply the proposed writing methodology in the creation of teaching texts</li> <li>3. critically evaluate the content match of the teaching text with the curriculum and syllabus of the relevant course</li> <li>4. create in co-authorship a teaching text published in print or electronic form meeting the formal and publishing requirements of applicable standards.</li> </ol>	
<b>Brief outline of the course:</b> A teaching text is a publication for university students, published in printed or electronic form, which is usually intended to temporarily replace a missing university textbook. It must go through an official publication process, meet the criteria of a generally published publication and all formal and publishing requirements of applicable standards. The content of the teaching text must match with the curriculum and syllabus of the relevant course. The teaching text can have the form of: instructions for exercises, collections of examples, manuals to deepen and clarify the cross-sectional curriculum.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a>.</li> <li>3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. Missouri Medicine, 116(6), 461–465.</li> <li>4. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd ed. London: Sage. 264 p. 2015. ISBN 9781446207499.</li> </ol>	



5. Smernica č. 6/2020 Zásady edičnej činnosti Univerzity Mateja Bela v Banskej Bystrici.  
6. Smernica č. 2/2013 o bibliografickej registrácii a kategorizácii publikačnej činnosti, umeleckej činnosti a ohlasov na UMB.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_AsaUTm_AJ	<b>Course name:</b> Authorship or co-authorship of a teaching text (under 1 AS)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 8	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Writing as an author or co-author of a teaching text (scripta) in Slovak or a foreign language in print or electronic form	
<b>Learning objectives:</b> After completion of the course, the student can: 1. use the acquired knowledge and skills in their research and teaching activity 2. apply the proposed writing methodology in the creation of teaching texts 3. critically evaluate the content match of the teaching text with the curriculum and syllabus of the relevant course 4. create in co-authorship a teaching text published in print or electronic form meeting the formal and publishing requirements of applicable standards.	
<b>Brief outline of the course:</b> A teaching text is a publication for university students, published in printed or electronic form, which is usually intended to temporarily replace a missing university textbook. It must go through an official publication process, meet the criteria of a generally published publication and all formal and publishing requirements of applicable standards. The content of the teaching text must match with the curriculum and syllabus of the relevant course. The teaching text can have the form of: instructions for exercises, collections of examples, manuals to deepen and clarify the cross-sectional curriculum.	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a> . 3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. Missouri Medicine, 116(6), 461–465. 4. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd ed. London: Sage. 264 p. 2015. ISBN 9781446207499.	

5. Smernica č. 6/2020 Zásady edičnej činnosti Univerzity Mateja Bela v Banskej Bystrici.  
6. Smernica č. 2/2013 o bibliografickej registrácii a kategorizácii publikačnej činnosti, umeleckej činnosti a ohlasov na UMB.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_Cz_AJ	<b>Course name:</b> Citation abroad
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Citation abroad (except for self-citation) of a publication published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU.	
<b>Learning objectives:</b> Doctoral candidate by citation abroad: 1. demonstrates its ability to publish research results of importance to the international scientific community; 2. demonstrates the skills acquired in the preparation of a scientific publication that achieves adequate readability and citation abroad; 3. achieves the competence to communicate with the academic community and to disseminate research results in an effective way, including citing these research results abroad; 4. proves that he/she has become a member of the international scientific community.	
<b>Brief outline of the course:</b> Citation, forms and types of citations in scientific literature. Citation as part of scientometrics. Open access (what is open access, reasons of its origin, copyright, and open access, publishing in the form of open access, opportunities, threats, and predators) and its opportunities to increase the citation rate of publications. Possibilities of increasing the readability and citation rate of publications (participation in international conferences, publishing in top-quality international peer-reviewed scientific journals, use of social media, and professional networks/platforms for dissemination of publications). Active search for citations of own publications and possibilities of their monitoring and evaluation. Evidence of citations in the University Library of the MBU.	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Available online at: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. HAMERMESH, D. S. 2018. Citations in economics: Measurement, uses, and impacts. Journal of Economic Literature, 56(1), 115-56. Available online at: <a href="https://www.aeaweb.org/articles?id=10.1257/jel.20161326">https://www.aeaweb.org/articles?id=10.1257/jel.20161326</a> 3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd vol. London: Sage. 264 s. 2015. ISBN 9781446207499	

4. TAHAMTAN, I., SAFIPOUR AFSHAR, A. & AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. *Scientometrics* 107, 1195–1225 (2016). <https://doi.org/10.1007/s11192-016-1889-2> Available online at: <https://link.springer.com/article/10.1007/s11192-016-1889-2>

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_Cz_sw_AJ	<b>Course name:</b> Citation abroad (Scopus, WOS)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 5	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Citation abroad (except for self-citation) of a publication published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU and also verifiable in the Scopus and/or WOS database.	
<b>Learning objectives:</b> Doctoral candidate by citation abroad: <ol style="list-style-type: none"> <li>1. demonstrates its ability to publish research results of importance to the international scientific community;</li> <li>2. demonstrates the skills acquired in the preparation of a scientific publication that achieves adequate readability and citation abroad, including citations in the Scopus and/or WOS database;</li> <li>3. achieves the competence to communicate with the academic community and to disseminate research results in an effective way, including citing these research results abroad in Scopus and/or WOS database;</li> <li>4. proves that he/she has become a member of the international scientific community.</li> </ol>	
<b>Brief outline of the course:</b> Citation, forms and types of citations in scientific literature. Citation as part of scientometrics. Open access (what is open access, reasons of its origin, copyright, and open access, publishing in the form of open access, opportunities, threats, and predators) and its opportunities to increase the citation rate of publications. Possibilities of increasing the readability and citation rate of publications (participation in international conferences, publishing in top-quality international peer-reviewed scientific journals, use of social media, and professional networks/platforms for dissemination of publications). Active search for citations of own publications and possibilities of their monitoring and evaluation. Evidence of citations in the University Library of the MBU.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Available online at: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. HAMERMESH, D. S. 2018. Citations in economics: Measurement, uses, and impacts. Journal of Economic Literature, 56(1), 115-56. Available online at: <a href="https://www.aeaweb.org/articles?id=10.1257/jel.20161326">https://www.aeaweb.org/articles?id=10.1257/jel.20161326</a></li> </ol>	

3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd vol. London: Sage. 264 s. 2015. ISBN 9781446207499
4. TAHAMTAN, I., SAFIPOUR AFSHAR, A. & AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. *Scientometrics* 107, 1195–1225 (2016). <https://doi.org/10.1007/s11192-016-1889-2> Available online at: <https://link.springer.com/article/10.1007/s11192-016-1889-2>

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_Cd_AJ	<b>Course name:</b> Citation at home
<b>Type, extent and method of instruction:</b>	
<b>Form of instruction:</b>	
<b>Course type:</b> (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> 1	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b>	
Citation at home (except for self-citation) of a publication published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU.	
<b>Learning objectives:</b>	
Doctoral candidate by citation at home:	
<ol style="list-style-type: none"> <li>1. demonstrates its ability to publish research results of importance to the domestic scientific community;</li> <li>2. demonstrates the skills acquired in the preparation of a scientific publication that achieves adequate readability and citation at home;</li> <li>3. achieves the competence to communicate with the academic community and to disseminate research results in an effective way, including citing these research results at home;</li> <li>4. proves that he/she has become a member of the scientific community at home.</li> </ol>	
<b>Brief outline of the course:</b>	
Citation, forms and types of citations in scientific literature. Citation as part of scientometrics. Open access (what is open access, reasons of its origin, copyright, and open access, publishing in the form of open access, opportunities, threats, and predators) and its opportunities to increase the citation rate of publications. Possibilities of increasing the readability and citation rate of publications (participation in domestic conferences, publishing in top-quality peer-reviewed scientific journals, use of social media, and professional networks/platforms for dissemination of publications). Active search for citations of own publications and possibilities of their monitoring and evaluation. Evidence of citations in the University Library of the MBU.	
<b>Recommended literature:</b>	
<ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Available online at: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. HAMERMESH, D. S. 2018. Citations in economics: Measurement, uses, and impacts. Journal of Economic Literature, 56(1), 115-56. Available online at: <a href="https://www.aeaweb.org/articles?id=10.1257/jel.20161326">https://www.aeaweb.org/articles?id=10.1257/jel.20161326</a></li> <li>3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd vol. London: Sage. 264 s. 2015. ISBN 9781446207499</li> </ol>	



4. TAHAMTAN, I., SAFIPOUR AFSHAR, A. & AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. *Scientometrics* 107, 1195–1225 (2016). <https://doi.org/10.1007/s11192-016-1889-2> Available online at: <https://link.springer.com/article/10.1007/s11192-016-1889-2>

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_SaMz_AJ	<b>Course name:</b> Co-authorship of a monograph (abroad)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> To elaborate one author sheet as a co-author of a scientific publication in a printed or electronic form, that being in English languages and published by a foreign publisher. .	
<b>Learning objectives:</b> The student <ol style="list-style-type: none"> <li>1. uses the acquired knowledge and skills in proofreading and editing a scientific publication and improving the applied research methodology,</li> <li>2. is able to implement the proposed methodology in creating a scientific work,</li> <li>3. applies the proposed methodology in processing the data by selected statistical methods and statistical programs,</li> <li>4. critically evaluates the obtained results, and synthesizes the previous knowledge related to the given topic, and</li> <li>5. co-authors a scientific publication published in printed or electronic form, which provides a complex, comprehensive, holistic, and systematic analysis of one topic, scientific problem, or an aspect of a scientific field including all views of the given topic.</li> </ol>	
<b>Brief outline of the course:</b> The scientific monograph explains one, normally a narrowly specified problem from general, systematic, detailed, and holistic points of view. In writing the monograph, the author, or group of authors, use, critically evaluate, and synthesize the previous knowledge regarding the topic, while enriching it in new information, being the result of the author's (authors') own scientific work. The monograph contains the author's (authors') own contribution with regard to the topic, and the conclusions made from the research. A carefully processed scientific apparatus is integral to the scientific monograph.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a>.</li> </ol>	

3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. *Missouri Medicine*, 116(6), 461–465.
4. ISRAEL, M. 2015. *Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance*. 2. vyd. London: Sage. 264 s. 2015. ISBN 9781446207499.
5. Smernica č. 6/2020 Zásady edičnej činnosti Univerzity Mateja Bela v Banskej Bystrici.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_SaMd_AJ	<b>Course name:</b> Co-authorship of a monograph (at home)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 15	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> To elaborate one author sheet as a co-author of a scientific publication in a printed or electronic form, that being in Slovak or English languages and published by a domestic (Slovak) publisher.	
<b>Learning objectives:</b> The student <ol style="list-style-type: none"> <li>1. uses the acquired knowledge and skills in proofreading and editing a scientific publication and improving the applied research methodology,</li> <li>2. is able to implement the proposed methodology in creating a scientific work,</li> <li>3. applies the proposed methodology in processing the data by selected statistical methods and statistical programs,</li> <li>4. critically evaluates the obtained results, and synthesizes the previous knowledge related to the given topic, and</li> <li>5. co-authors a scientific publication published in printed or electronic form, which provides a complex, comprehensive, holistic, and systematic analysis of one topic, scientific problem, or an aspect of a scientific field including all views of the given topic.</li> </ol>	
<b>Brief outline of the course:</b> The scientific monograph explains one, normally a narrowly specified problem from general, systematic, detailed, and holistic points of view. In writing the monograph, the author, or group of authors, use, critically evaluate, and synthesize the previous knowledge regarding the topic, while enriching it in new information, being the result of the author's (authors') own scientific work. The monograph contains the author's (authors') own contribution with regard to the topic, and the conclusions made from the research. A carefully processed scientific apparatus is integral to the scientific monograph.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. Dostupné na internete: <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a>.</li> </ol>	

3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. *Missouri Medicine*, 116(6), 461–465.
4. ISRAEL, M. 2015. *Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance*. 2. vyd. London: Sage. 264 s. 2015. ISBN 9781446207499.
5. Smernica č. 6/2020 Zásady edičnej činnosti Univerzity Mateja Bela v Banskej Bystrici.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_DPsO_AJ	<b>Course name:</b> Dissertation thesis and its 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> 40	
<b>Recommended semester/trimester:</b> 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: elaboration of the working variant of the dissertation thesis, elaboration of the final variant of the dissertation thesis b) defense of dissertation thesis 0 – 100 points	
<b>Learning objectives:</b> The student can: 1. use the acquired knowledge and skills in shaping the objective, material and methods of research 2. apply the methods for the creation of a sample and collection of secondary and primary data, 3. apply the proposed methods for the processing of data with the use of statistical methods and programmes, 4. estimate the sufficiency, appropriateness and communicative value of the processed data and suggest corrections, and/or changes in the collection and processing of the data, 5. critically assess the acquired data and work out a partial result, 6. write a dissertation thesis according to formal and content requirements, including the list of bibliographic references, in compliance with Directive No. 9/2021 on theses and dissertations at UMB, 7. react to the opponents' comments and defend the dissertation in front of the board.	
<b>Brief outline of the course:</b> Structure of dissertation thesis: Introduction to the issue; State-of-the-art of the issue at home and abroad; Objective, material and methods of research; Results and discussion; Theoretical and practical contribution of the dissertation thesis; List of bibliographic references; Appendices. The extent of the thesis is about 7 standard sheets (1 sheet = 36 000 characters) not including bibliography and appendices.	
<b>Recommended literature:</b> 1. Study Regulations of the Faculty of Economics, UMB; provisions applicable to PhD study. 2. Directive No. 9/2021 on theses and dissertations, rigorous theses, and habilitation dissertations at UMB in Banská Bystrica 3. Regulation S-02-21 Format of written qualification theses defended at Matej Bel University in Banská Bystrica. 4. Act No 131/2002 Z. z. Coll. on Higher Education and the Amendment of Certain Laws.	

5. Directive No 7/2021 on doctoral study at MBU in Banská Bystrica  
 6. Directive No 10/2021 on the establishment of commissions for specific fields of study in doctoral studies at the MBU in Banská Bystrica.

**Language of instruction:**

English

**Notes:student time load:**

1200 hours, out of which  
 Combined study (lecture, seminar, consultation): 0 h,  
 Dissertation thesis draft: 600 h,  
 Including the comments from the scientific meeting: 300 h,  
 Author's report of dissertation: 200 h,  
 Presentation: 50 h,  
 Defence materials and defence of dissertation: 50 h.

**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:**

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_PPds_AJ	<b>Course name:</b> Dissertation thesis project and dissertation exam
<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> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: paper for dissertation according to required standard: 0 – 100 points	
<b>Learning objectives:</b> The student can: 1. use the acquired knowledge and skills to specify the objective, material and methodology of research, 2. apply the suggested methodology in creating the sample and collecting secondary and primary data, 3. apply the suggested methodology in data processing by selected statistical methods with statistical programmes, 4. assess the amount, appropriateness and reliability of data and suggest their corrections, and/or different methods of data collection and processing, 5. critically assess the results and propose a partial solution, 6. write a dissertation paper in compliance with the content and formal requirements, including bibliographic references according to Directive No. 9/2021 on theses and dissertations, rigorous theses, and habilitation dissertations at UMB in Banská Bystrica.	
<b>Brief outline of the course:</b> Structure of the paper for dissertation exam: introduction to the issues; Current state of the researched issues at home and abroad; Objective, material and methods of research; Preliminary outline of dissertation; Partial results of the solution; List of bibliographic references; Appendices. Extent about 2 standard sheets (1sheet = 36 000 characters) without bibliographic references and appendices.	
<b>Recommended literature:</b> 1. Study Regulations of the Faculty of Economics, UMB; provisions applicable to PhD study. 2. Directive No. 9/2021 on theses and dissertations, rigorous theses, and habilitation dissertations at UMB in Banská Bystrica 3. Regulation S-02-21 Format of written qualification theses defended at Matej Bel University in Banská Bystrica. 4. Act No 131/2002 Z. z. Coll. on Higher Education and the Amendment of Certain Laws. 5. Directive No 7/2021 on doctoral study at MBU in Banská Bystrica	



6. Directive No 10/2021 on the establishment of commissions for specific fields of study in doctoral studies at the MBU in Banská Bystrica.

**Language of instruction:**

English

**Notes:student time load:**

600 hours, out of which  
Combined study (lecture, seminar, consultation): 0 h,  
Analytical and proposal part of dissertation: 540 h,  
Preparation of the presentation: 50 h,  
Presentation of dissertation at preliminary defense: 10 h.

**Course assessment**

The final number of assessed students: 0

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

**Instructor:**

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> 3_EaMS_AJ	<b>Course name:</b> Economy and Management of Services
<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> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> (a) Continuous evaluation: semester project: 60 points (b) final assessment: defense of the project in a colloquium: 40 points	
<b>Learning objectives:</b> Student <ol style="list-style-type: none"> <li>1. applies the learning outcomes to uncover and analyse the basic economic categories of services and their economic characteristics;</li> <li>2. is able to understand the rationale for the growth of the service sector in all economic and managerial contexts and applies knowledge of the assessment of the concentration and competitiveness of service sector industries down to the level of specific companies;</li> <li>3. applies theoretical knowledge and international experience to development studies of selected service industries;</li> <li>4. be able to assess the international position of Slovakia in indicators showing the volume and structure of services and their development, assess absolute and relative comparative advantages in the service sector, assesses the objective requirements and the realistic possibilities of meeting these requirements by individual non-market - public service sectors and assesses the economic implications of the existence of collective goods.</li> <li>6. in the process of acquiring theoretical knowledge about services and their development, create an objective diagnosis of the state of the service sector through the macro, meso and micro level.</li> </ol>	
<b>Brief outline of the course:</b> Definition of services. Service as a system. Characteristics of services (general and specific). Asymmetric information. Classification of services, especially public services. Determinants and aspects of demand. Macroeconomic implications of the relative growth of the service sector. Macro, meso and micro approach to the study of services. Globalization, competitiveness of service sector industries, concentration (HHI) and comparative advantages in the service sector. Technology and technology in services. Human factor in services. Structural changes in the economy and the growth of services. Developmental features and restructuring of services. Indicators of the position of services in the economy. Valuation of service production. Market and non-market services. Service collectivity vs. public good. Production, provision, delivery of public services. Non-market-public service sectors.	

**Recommended literature:**

1. BRYSON, J. R., SUNDBO, J., FUGLSANG, L, DANIELS P. 2020. Service Management. Palgrave Macmillan. 2020. 287 pages. 978-3-030-52059-5 (<https://doi.org/10.1007/978-3-030-52060-1>)
2. Toivonen, M. 2016. Service Innovation. Springer. 2016. 281 pages. 978-4-431-54921-5 (<https://doi.org/10.1007/978-4-431-54922-2>)
3. Selloni, D. 2017. CoDesign for Public-Interest Services. Springer Cham. 2017. 193 pages. 978-3-319-85101-3 (<https://doi.org/10.1007/978-3-319-53243-1>)
4. GUSTAFSSON, A. - JOHNSON, J. D. 2003. Competing in a Service Economy. Michigan: University of Michigan, 2003. 210 p. ISBN 0-7879-6156-6
5. JOHNSTON, R. - CLARK, G. 2005. Service Operations Management (Improving Service Delivery). Harlow: Prentice Hall, 2005. p. 496. ISBN 0-273-68367-5

**Language of instruction:**

English

**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:** prof. Ing. Beata Mikušová Meričková, PhD.**Last changed:** 24.01.2024**Approved by:** prof. Ing. Vanda Maráková, PhD.

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_OSrcz_AJ	<b>Course name:</b> Expert study in a reviewed journal/proceedings (abroad)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 8	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Writing as an author or co-author of a professional study in an international peer-reviewed journal / proceedings in Slovak or a foreign language in print or electronic form	
<b>Learning objectives:</b> After completion of the course, the student can: 1. use the acquired knowledge and skills in refining the research methodology of a professional study to be published in a peer-reviewed journal / proceedings 2. design and apply a methodology in the creation of a professional study 3. critically evaluate the achieved results and synthesize the previously known knowledge on the topic 4. independently or in co-authorship write a professional study published in print or electronic form.	
<b>Brief outline of the course:</b> Studies published in proceedings and journals. Proceedings – a collection of separate related texts under a common title. Individual parts of proceedings (studies, scientific papers, professional papers, works of art, contributions and abstracts) as stand-alone publications. Different types of proceedings: conference, non-conference, one-time and continuous proceedings. Print or electronic form of proceedings. The review process – at least two reviewers clearly listed in the publication. A journal – a periodical published at regular intervals, at least twice a year, in printed or electronic form. The contents, pre-defined program and a specific focus of a journal – contributions from several authors.	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a> . 3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. Missouri Medicine, 116(6), 461–465.	

4. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd ed. London: Sage. 264 p. 2015. ISBN 9781446207499.
5. Smernica č. 6/2020 Zásady edičnej činnosti Univerzity Mateja Bela v Banskej Bystrici.

**Language of instruction:**

English

**Notes:student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_OSrcd_AJ	<b>Course name:</b> Expert study in a reviewed journal/proceedings (at home)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 5	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Writing as an author or co-author of a professional study in a domestic peer-reviewed journal / proceedings in Slovak or a foreign language in print or electronic form	
<b>Learning objectives:</b> After completion of the course, the student can: 1. use the acquired knowledge and skills in refining the research methodology of a professional study to be published in a peer-reviewed journal / proceedings 2. design and apply a methodology in the creation of a professional study 3. critically evaluate the achieved results and synthesize the previously known knowledge on the topic 4. independently or in co-authorship write a professional study published in print or electronic form.	
<b>Brief outline of the course:</b> Studies published in proceedings and journals. Proceedings – a collection of separate related texts under a common title. Individual parts of proceedings (studies, scientific papers, professional papers, works of art, contributions and abstracts) as stand-alone publications. Different types of proceedings: conference, non-conference, one-time and continuous proceedings. Print or electronic form of proceedings. The review process – at least two reviewers clearly listed in the publication. A journal – a periodical published at regular intervals, at least twice a year, in printed or electronic form. The contents, pre-defined program and a specific focus of a journal – contributions from several authors.	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. <a href="https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a> . 3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. Missouri Medicine, 116(6), 461–465.	

4. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd ed. London: Sage. 264 p. 2015. ISBN 9781446207499.
5. Smernica č. 6/2020 Zásady edičnej činnosti Univerzity Mateja Bela v Banskej Bystrici.

<b>Language of instruction:</b> English	
<b>Notes:student time load:</b>	
<b>Course assessment</b> The final number of assessed students: 0	
abs	n
0.0	0.0
<b>Instructor:</b> doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.	
<b>Last changed:</b> 24.01.2024	
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.	

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_EA1_AJ	<b>Course name:</b> Extracurricular Activities 1
<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> 10s <b>Method of study:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Evaluation: 100% implementation of individual activities (student workload in the range of 90 hours (30 hours = 1 credit))	
<b>Learning objectives:</b> 1. developing of professional, social and intercultural skills; 2. greater chance of finding a job on the labor market, gaining a better idea of what career path to pursue, increasing competitiveness and employability; 3. development of transferable skills: communication skills, mathematical skills, organizational skills, digital skills, analytical skills, interpersonal skills, creativity and the ability to think abstractly, the ability to think critically, mentoring and supervision skills, business skills, motivation and the ability to learn, thinking in context, metacognitive abilities.	
<b>Brief outline of the course:</b> Supporting doctoral students to carry out activities as part of their formal and non-formal education and informal learning during their studies. Activities are not part of the subject curriculum. It can be: - compiling (editing) activities of book publications; - active involvement in faculty and / or university bodies (academic senate, student council, council for internal quality system, etc.); - participation in scientific, professional or artistic conferences, workshops, seminars, non-formal education programs; - performing administrative work related to the pedagogical process (eg secretary at state exams, etc.); - representation of the faculty / university in the Slovak, resp. international area; - voluntary activities..	
<b>Recommended literature:</b> 1. Smernica č. 11/2021 o udeľovaní ECTS kreditov za extrakurikulárne aktivity na Univerzite Mateja Bela v Banskej Bystrici. 2. Vyhláška č. 456/2012 Ministerstva školstva, vedy, výskumu a športu Slovenskej republiky o centrálnom registri evidencie publikačnej činnosti a centrálnom registri evidencie umeleckej činnosti. 3. Smernica č. 2/2013 o bibliografickej registrácii a kategorizácii publikačnej činnosti, umeleckej činnosti a ohlasov na UMB. 4. DAVIES, L, 2008. Informal Learning. Taylor & DeNXIA Ltd., 2008. 200 s. ISBN 0566088576	



5. HOPKINSON, M. 2014. Compassionate Leaderships. London : Piatkus, 2014. 240 s. ISBN 978-0-3494-0321-2.
6. MATTHEWS, P., 2013. Informal Learning at Work. Three Faces Publ., 256 s. ISBN 1909552003.
7. RICHARDSON, L.D. and WOLFE, M, 2001. Principles and Pracitece of Informal Education. Learnign through life. London : RoutledgeFalmer, 2001. p. 304. ISBN 0-415-21689-3.
8. ZAKI DIB, C. 1988. Formal, non-formal and informal education: Concepts/applicability. New York : Cooperative Networks in Physics Education, s. 300 – 315. Dostupné na internete: <http://techne-dib.com.br/downloads/6.pdf> [online].

**Language of instruction:**

English

**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:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_EA2_AJ	<b>Course name:</b> Extracurricular Activities 2
<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> 10s <b>Method of study:</b> combined	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester:</b> 2., 4.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Evaluation: 100% implementation of individual activities (student workload in the range of 90 hours (30 hours = 1 credit))	
<b>Learning objectives:</b> 1. developing of professional, social and intercultural skills; 2. greater chance of finding a job on the labor market, gaining a better idea of what career path to pursue, increasing competitiveness and employability; 3. development of transferable skills: communication skills, mathematical skills, organizational skills, digital skills, analytical skills, interpersonal skills, creativity and the ability to think abstractly, the ability to think critically, mentoring and supervision skills, business skills, motivation and the ability to learn, thinking in context, metacognitive abilities.	
<b>Brief outline of the course:</b> Supporting doctoral students to carry out activities as part of their formal and non-formal education and informal learning during their studies. Activities are not part of the subject curriculum. It can be: - compiling (editing) activities of book publications; - active involvement in faculty and / or university bodies (academic senate, student council, council for internal quality system, etc.); - participation in scientific, professional or artistic conferences, workshops, seminars, non-formal education programs; - performing administrative work related to the pedagogical process (eg secretary at state exams, etc.); - representation of the faculty / university in the Slovak, resp. international area; - voluntary activities.	
<b>Recommended literature:</b> 1. Smernica č. 11/2021 o udeľovaní ECTS kreditov za extrakurikulárne aktivity na Univerzite Mateja Bela v Banskej Bystrici. 2. Vyhláška č. 456/2012 Ministerstva školstva, vedy, výskumu a športu Slovenskej republiky o centrálnom registri evidencie publikačnej činnosti a centrálnom registri evidencie umeleckej činnosti. 3. Smernica č. 2/2013 o bibliografickej registrácii a kategorizácii publikačnej činnosti, umeleckej činnosti a ohlasov na UMB. 4. DAVIES, L, 2008. Informal Learning. Taylor & DeNXIA Ltd., 2008. 200 s. ISBN 0566088576	

5. HOPKINSON, M. 2014. Compassionate Leaderships. London : Piatkus, 2014. 240 s. ISBN 978-0-3494-0321-2.
6. MATTHEWS, P., 2013. Informal Learning at Work. Three Faces Publ., 256 s. ISBN 1909552003.
7. RICHARDSON, L.D. and WOLFE, M, 2001. Principles and Pracitece of Informal Education. Learnign through life. London : RoutledgeFalmer, 2001. p. 304. ISBN 0-415-21689-3.
8. ZAKI DIB, C. 1988. Formal, non-formal and informal education: Concepts/applicability. New York : Cooperative Networks in Physics Education, s. 300 – 315. Dostupné na internete: <http://techne-dib.com.br/downloads/6.pdf> [online].

**Language of instruction:**

English

**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:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_INaPM_AJ	<b>Course name:</b> Innovative tools and business models in tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) priebežné hodnotenie: diskusia na konzultáciách: 0 - 20 bodov b) záverečné hodnotenie: spracovanie analytickej štúdie a jej prezentácia na kolokviu: 0 - 80 bodov <b>a) continuous assessment:</b> discussion during consultations: 0-20 points <b>b) final assessment:</b> elaboration of the analytical study and its presentation at the colloquium: 0 - 80 points	
<b>Learning objectives:</b> Student: 1. works with the latest domestic and foreign literature, critically evaluates the current state of the problem and identifies the research gap in terms of innovative tools and business models in tourism 2. can evaluate the application of innovative tools and recommend appropriate business models for businesses and tourism destinations. 3. applies the scientific methodology of innovative tools and business models in tourism with regard to the focus of his dissertation this 4. create a detailed analytical study focused on the application of innovative tools and business models in businesses or tourism destinations 5. is able to communicate the acquired knowledge with the scientific community and apply the acquired skills in the practice of multinational companies and tourism destinations.	
<b>Brief outline of the course:</b> Characteristics of innovations, peculiarities of innovations in tourism, the latest innovative tools. Open innovation in tourism. Crowdsourcing and its use in tourism. Co-creation of experience in tourism. Design thinking as part of the innovation process. Volunteer tourism as a product innovation in tourism. Technological innovations as a necessity for smart tourism development. Organizational and institutional innovations in tourism. Regional innovation networks in tourism. Fundamentals of business models in tourism. Sharing economy as a promising business model for businesses in tourism. Business model of online travel agencies and destination management destinations.	

**Recommended literature:**

1. EGGER, R., GULA, I., WALCHER, D. 2016. Open Tourism. Open Innovation, Crowdsourcing and Co-creation Challenging the Tourism Industry. Nemecko: Springer. ISBN 978-3-642-54088-2
2. FESENMAIER, D., XIANG, Z. 2017. Design Science in Tourism. Foundations of Destination Management. Nemecko: Springer. ISBN 978-3-319-42771-3
3. REINHOLD, S., ZACH, F., KRIZAJ, D. 2017. Business Models in Tourism: A Review and Research Agenda. In Tourism Review. ISSN: 0251-3102
4. REINHOLD, S., ZACH, F., KRIZAJ, D. 2019. Business Models in Tourism. Special Issue. In Tourism Review. ISSN: 0251-3102
5. GAJDOŠÍK, T., GAJDOŠÍKOVÁ, Z., MARÁKOVÁ, V., BORSEKOVÁ, K. 2017. Innovations and networking fostering tourist destination development in Slovakia. In Quaestiones Geographicae. ISSN 20816383
6. HALL, M.C., WILLIAMS, A. M. 2020. Tourism and Innovation. UK: Routledge. ISBN 978-1-351-66938-2
7. DREDGE, D., GYIMÓTHY, S. 2017. Collaborative Economy and Tourism. Perspectives, Politics, Policies and Prospects. Nemecko: Springer. ISBN 978-3-319-51997-1
8. DIAS, A., SALMELIN, B., PEREIRA, D., DIAS, M. 2018. Modelling Innovation Sustainability and Technologies. Economy and Policy Perspectives. Nemecko: Springer. ISBN 978-3-319-67100-0

**Language of instruction:**

English

**Notes:student time load:**

180 hours, out of which  
Combined study (Lectures, Seminars, Consultations): 20  
self-study: 90  
acquisition of information: 30  
elaboration of an analytical study: 40

**Course assessment**

The final number of assessed students: 0

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

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

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_ZM1_AJ	<b>Course name:</b> International mobility 1
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1., 3.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 100% implementation of an individual mobility project, certificate from the host institution, elaboration of the final mobility report - a total of 100 points	
<b>Learning objectives:</b> 1. Mobility in abroad allows doctoral students to travel abroad for study or training purposes; 2. increase publishing opportunities; 3. development of professional, social and intercultural skills; 4. greater chance of finding a job on the labor market, gaining a better idea of what career path to pursue, increasing competitiveness and employability; 5. improving language skills; 6. enhancing digital skills; 7. acquisition of transferable skills.	
<b>Brief outline of the course:</b> Encouraging doctoral students to spend at least part of their studies at universities outside their country. The purpose of foreign mobility is to acquire a broader knowledge of professional terminology in a foreign language, to increase the probability of publishing in cooperation with foreign partners. The scope of continuous foreign mobility is at least 1 month. Foreign mobility can also be implemented in the form of e-mobility. The doctoral student contacts his / her supervisor electronically at least once every two weeks and briefly informs him about the course of the stay. International mobility may be carried out for studies, research, summer schools and internships. The study and research stay is carried out at a public educational and research institution of your choice. The internship host institution can be any public or private organization active in the labor market. Foreign mobility can be implemented within mobility programs (eg National Scholarship Program, Erasmus +, CEEPUS, Fulbright, DAAD, Austria-Slovakia Action, Visegrad Fund, Central European University, Slovak Academic Information Agency, government scholarships resulting from bilateral intergovernmental cooperation agreements , AIESEC). Doctoral students follow the criteria and conditions set for the scholarship program.	
<b>Recommended literature:</b>	

1. BRANDENBURG, U. 2014. The Erasmus Impact Study, Team leader. Luxembourg: Publications Office of the European Union. ISBN 978-92-79-38380-9. Available on the internet: [op.europa.eu/en/publication-detail/-/publication/13031399-9fd4-11e5-8781-01aa75ed71a1](http://op.europa.eu/en/publication-detail/-/publication/13031399-9fd4-11e5-8781-01aa75ed71a1)

2. Education and preparation for profession. Documents of the European Commission. Available on the internet: [www.ec.europa.eu/education/resources-and-tools/document-library#>](http://www.ec.europa.eu/education/resources-and-tools/document-library#>).

Useful links:

<http://ec.europa.eu/education/study-in-europe>

<http://ec.europa.eu/ploteus>

<http://ec.europa.eu/ploteus>

<http://europa.eu/youth>

<https://webgate.ec.europa.eu/fpfis/mwikis/eurydice>

[www.4icu.org](http://www.4icu.org)

[www.britishcouncil.sk](http://www.britishcouncil.sk)

[www.euraxess.sk](http://www.euraxess.sk)

[www.eures.sk](http://www.eures.sk)

[www.fulbright.sk](http://www.fulbright.sk)

[www.internships-4u.com](http://www.internships-4u.com)

[www.osf.sk](http://www.osf.sk)

[www.visegradfund.org](http://www.visegradfund.org)

[www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au)

[www.studyincanada.com](http://www.studyincanada.com)

**Language of instruction:**

English

**Notes:student time load:**

180 hours, out of which

Self-study: 100

project preparation 70

elaboration of an final report: 10

**Course assessment**

The final number of assessed students: 0

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

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_ZM2_AJ	<b>Course name:</b> International mobility 2
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2., 4.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> 100% implementation of an individual mobility project, certificate from the host institution, elaboration of the final mobility report - a total of 100 points	
<b>Learning objectives:</b> 1. Mobility in abroad allows doctoral students to travel abroad for study or training purposes; 2. increase publishing opportunities; 3. development of professional, social and intercultural skills; 4. greater chance of finding a job on the labor market, gaining a better idea of what career path to pursue, increasing competitiveness and employability; 5. improving language skills; 6. enhancing digital skills; 7. acquisition of transferable skills.	
<b>Brief outline of the course:</b> Encouraging doctoral students to spend at least part of their studies at universities outside their country. The purpose of foreign mobility is to acquire a broader knowledge of professional terminology in a foreign language, to increase the probability of publishing in cooperation with foreign partners. The scope of continuous foreign mobility is at least 1 month. Foreign mobility can also be implemented in the form of e-mobility. The doctoral student contacts his / her supervisor electronically at least once every two weeks and briefly informs him about the course of the stay. International mobility may be carried out for studies, research, summer schools and internships. The study and research stay is carried out at a public educational and research institution of your choice. The internship host institution can be any public or private organization active in the labor market. Foreign mobility can be implemented within mobility programs (eg National Scholarship Program, Erasmus +, CEEPUS, Fulbright, DAAD, Austria-Slovakia Action, Visegrad Fund, Central European University, Slovak Academic Information Agency, government scholarships resulting from bilateral intergovernmental cooperation agreements , AIESEC). Doctoral students follow the criteria and conditions set for the scholarship program.	
<b>Recommended literature:</b>	



1. BRANDENBURG, U. 2014. The Erasmus Impact Study, Team leader. Luxembourg: Publications Office of the European Union. ISBN 978-92-79-38380-9. Available on the internet: [op.europa.eu/en/publication-detail/-/publication/13031399-9fd4-11e5-8781-01aa75ed71a1](http://op.europa.eu/en/publication-detail/-/publication/13031399-9fd4-11e5-8781-01aa75ed71a1)

2. Education and preparation for profession. Documents of the European Commission. Available on the internet: [www.ec.europa.eu/education/resources-and-tools/document-library#>](http://www.ec.europa.eu/education/resources-and-tools/document-library#>).

Useful links:

<http://ec.europa.eu/education/study-in-europe>

<http://ec.europa.eu/ploteus>

<http://ec.europa.eu/ploteus>

<http://europa.eu/youth>

<https://webgate.ec.europa.eu/fpfis/mwikis/eurydice>

[www.4icu.org](http://www.4icu.org)

[www.britishcouncil.sk](http://www.britishcouncil.sk)

[www.euraxess.sk](http://www.euraxess.sk)

[www.eures.sk](http://www.eures.sk)

[www.fulbright.sk](http://www.fulbright.sk)

[www.internships-4u.com](http://www.internships-4u.com)

[www.osf.sk](http://www.osf.sk)

[www.visegradfund.org](http://www.visegradfund.org)

[www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au)

[www.studyincanada.com](http://www.studyincanada.com)

**Language of instruction:**

English

**Notes:student time load:**

180 hours, out of which

Self-study: 100

project preparation 70

elaboration of an final report: 10

**Course assessment**

The final number of assessed students: 0

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

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_MMCR_AJ	<b>Course name:</b> International tourism management
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26s <b>Method of study:</b> combined	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: seminar work and its presentation on colloquium: 0 - 60 points b) final assessment: oral exam : 0 - 40 points <b>a) continuous assessment:</b> seminar work and its presentation on colloquium: 0 - 60 points <b>b) final assessment:</b> oral exam : 0 - 40 bodov	
<b>Learning objectives:</b> Student: 1. is able to work with current domestic and foreign scientific literature, assess and critically evaluate various concepts of authors on international tourism management 2. is able to critically analyze, evaluate and synthesize concept of tourism management in the international context, 3. applies methodology of strategic and operative management into managerial processes of tourism organisations on international market within the focus of the dissertation thesis on national and regional level. 4. creates a seminar work on current issue based on the latest scientific discussion 5. is able to communicate with colleagues and the wider scientific community within the area of his/her expertise.	
<b>Brief outline of the course:</b> International tourism market. Statistical monitoring of international tourism. Europe's position in international tourism and EU tourism policy. The nature and specificities of tourism management, the impact of globalization, climate change and the dynamically changing environment on tourism management. Management of tourism organizations in an international context. Managing destinations in countries with developed tourism. Public-private sector relationship, creation of partnerships and networks in tourism. Planning and tourism policy at the destination. Promoting tourism from public sources and EU Structural Funds. Quality management and customer	

satisfaction in tourism. Change management and crisis management. Current trends and problems in international tourism management.

**Recommended literature:**

1. MARÁKOVÁ, V., DYR, T., WOLAK-TUZIMEK. 2016. Factors of tourism's competitiveness in the European Union countries. In E+M Ekonomie a Management = E&M Economics and Management. ISSN 1212-3609
2. MARÁKOVÁ, V., LESÁKOVÁ, I., WOLAK-TUZIMEK, A., LAMENT, M. 2016. New trends in management of enterprise. London: SCIEEMCEE' Publishing. ISBN 978-0-9935191-0-9
3. INKSON, C., MINARET, L. 2018. Tourism management. An introduction. London: SAGE Publications. ISBN 9781526450647
4. INNERHOFER, E., FONTANARI, M., PECHLANER, H. 2018. Destination resilience: Challenges and opportunities for destination management and governance. London: Routledge. ISBN 9781138572683
5. LUN, L. M., ELMI, M., PECHLANER, H. 2015. An integrated approach to climate change and tourism in an alpine destination: Assessing impacts and strategies in the Vinschgau/Venosta Valley, Italy. In The Practice of Sustainable Tourism: Resolving the Paradox Hughes. USA: Routledge. ISBN 9781526450647
6. UNWTO. 2021. International Tourism Highlights, 2020 Edition. ISBN 978-92-844-2244-9

**Language of instruction:**

English

**Notes:student time load:**

240 hours, out of which :

Combined study: 26

Self-study: 134

Data collection: 30

Elaboration of seminar work: 50 hours

**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:** prof. Ing. Vanda Maráková, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> 3_MaE_AJ	<b>Course name:</b> Macroeconomics
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: discussion during consultations: 0 - 20 points b) final assessment: presentation of own work in the colloquium: 0 - 80 points <b>a) continuous assessment:</b> discussion during consultations: 0 - 20 points <b>b) final assessment:</b> presentation of own work in the colloquium: 0 - 80 points	
<b>Learning objectives:</b> After completion of the course the student should be able to: 1. Use the gained knowledge in the analysis of internal and external economic environments 2. Work independently with domestic and foreign databases and use them in the elaboration of the paper on a chosen topic 3. Apply the case study method in the real state and development trends of economy 4. Assess the appropriateness of chosen tools of influencing the economic processes while stressing positive and negative shocks 5. Evaluate the status of chosen economies through the use of various theoretical approaches;	
<b>Brief outline of the course:</b> Principles of economics in the context of macroeconomics. Selected issues of history of (macro)economic thought: application in economic practice (emphasis on the 20 and 21st century). Standard and non-standard economic theories/thought. Selected issues of methodology of (macro)economics. Determination of monetary exchange rate. Theory of purchasing power parity. Exchange rate and gross domestic product. Model IS – LM – BP extended analysis under conditions of perfect capital mobility and immobility in the system of flexible exchange rates. Extended analysis of AS – AD model under conditions of open economy. Labour market, models of employability and unemployability, NAIRU. Extended analysis of Philips curve. Inflation, relation between demand inflation and the change of real product, supply inflation, positive and negative shocks. Analysis of economic growth models. Actual problems of macroeconomics in EU Member States in the context of new paradigm of the European integration. Slovak Republic and its EU membership: selected macroeconomic issues.	

**Recommended literature:**

1. ABEL, A. B., BERNANKE, B., CROUSHORE, D. D., 2017. Macroeconomics, Ninth edition, global edition. ed, Always learning. Pearson, NY NY. ISBN: 978-1-292-15492-3.
  2. BALDWIN, R. – WYPLOSZ, Ch. Economics of European Integration. McGraw Hill, 2015, ISBN-13: 978-0077169657;
  3. GORDON, R. J., 2014. Macroeconomics, 12. ed., new internat. ed. ed. Pearson, Harlow, Essex. ISBN: 978-1-292-02207-9.
  4. HOLMAN, R. 2018. Makroekonomie: středně pokročilý kurz. 3. vydání. Praha: C.H.Beck. 480s. ISBN: 978-80-7400-541-1.
  5. HOLMAN, R. 2017. Dějiny ekonomického myšlení. 4. vydání. Praha. C.H.Beck. 541 s. ISBN 80-7179-631-X.
  6. LOUŽEK, M. Metodologie ekonomie. 2009. Karolinum, Univerzita Karlova, Praha. 604 s. ISBN 978-80-246-1309-3.
  7. JUREČKA, V. a kol. 2013. Makroekonomie. 2. vydání. Praha: Grada Publishing. 2013. 352 s. ISBN: 978-80-247-4386-8.
  8. CHAMI, R. – ESPINOZA, R. MONTIEL, P. Macroeconomic Policy in Fragile States, Oxford University Press, 2021. 688 p. ISBN-13: 978-0198853091.
  9. JONES, CH. Macroeconomics. 2021. WW Norton Company, 2020, 656 p.
  10. COPPOCK, L. – MATEER, D. Principles of Macroeconomics, WW Norton Company, 2020. 768 p. ISBN-13: †978-0393422375;
  11. BURDA, M. - WYPLOSZ, CH. 2009. Macroeconomics. A European Text.5 th ed. Oxford : Oxford University Press, 2009.
  12. MIRDALA, R. 2011. Menové kurzy v krajinách strednej Európy. 1. vyd. Košice : UK RU, 2011.
  13. MANKIW, N., G. 2007. Macroeconomics.6 th ed. New York : Worth Publisher Inc., 2007.
  14. LUKUI JIA, D. Dynamic Macroeconomic Models in Emerging Market Economies. Palgrave Macmillan, 2020, 310 p, ISBN-13†: †978-9811545870
  15. MANKIW, N.G., 2018. Macroeconomics, 10th edition. ed. Worth Publishers, New York, NY. ISBN: 978-1-319-10599-0.
  16. NUGGENT, N. 2017. The Government and Politics of the European Union. London, Macmillan, 8th edition 2017.
  17. SOUKUP, J., POŠTA, V., NESET, P., PAVELKA, T., 2018. Makroekonomie. 3. aktualizované a doplněné vydání. ISBN: 978-80-7261-537-7.
  18. POVAŽANOVÁ, M., HRONEC, M., URAMOVÁ, M., KOLLÁR, J. 2018. Makroekonómia 2. Belianum ISBN: 978-80-557-1419-6.
  19. TÖMMEL, I. – VERDUN, A. Political Leadership in the European Union. Routledge, Taylor and Francis, 2018.
  20. LAWSON, C. – URAMOVÁ, M. – TUSCHLOVÁ, M. 2009. Macroeconomics. B. Bystrica : EF UMB, 2009;
- Ostatné zdroje do diskusie:
- Hudson, J., Orviska, M., Hunady, J. 2019. People' s attitudes to autonomous vehicles. In Transportation Research Part A: Policy and Practice. - Oxford : Elsevier Science Ltd., 2019. - ISSN 0965-8564. - Vol. 121, (2019), pp. 164-176.
- Hudson, J., Orviska, M., Hunady, J. 2017. People's attitudes to robots in caring for the elderly. In International journal of social robotics. - Dordrecht: Springer, 2017. - ISSN 1875-4791. - Vol. 9, no. 2 (2017), pp. 199-210.
- Orviská, M. et al. 2019. From academic publications and patents to the technological development of the economy: short and long run causalities.

In Quality Innovation Prosperity = Kvalita Inovácia Prosperita. - Košice: Technická univerzita v Košiciach, 2019. - ISSN 1335-1745. - Vol. 23, no. 1 (2019), pp. 74-101.

Uramová, M. – Šuplata, M. Lacová, Ž. The Financial and Monetary Integration in the European Union at the Beginning of the Third Decade Of 21st Century: the Past and Post-Lisbon Focus. Harmattan, France, 2020;

Cini, M. – Šuplata, M. Policy leadership in the European Commission: the regulation of EU mobile roaming charges. In Journal of European Integration. - Oxford : Routledge Taylor & Francis, 2017. - ISSN 0703-6337. - Vol. 39, no. 2 (2017), pp. 143-156.

Horeháj, J. – Šuplata, M. – Lacová, Ž. The enlargements and common borders of the European Union: experiences and challenges ahead. In Management & Gouvernance : enterprises-territoires-sociétés. - Grenoble Cedex, 2017. - ISSN 2104-2438. - online, no. 18 (2017), pp. 41-49.

Lacová, Ž. – Šuplata, M.: Perspectives of financial integration : V4 countries approach; In Miscellanea Oeconomicae, 2019. - ISSN 2081-2345. - Roč. 23, č. 1 (2019), s. 79-91.

Horeháj, J. - Šuplata, M.: Selected problems of the contemporary European economic integration development. In Proceedings of the 4th International conference on European integration 2018 (ICEI 2018): Technical University of Ostrava, 2018. - ISBN 978-80-248-4169-4. - ISSN 2571-029X. - online, pp. 466-474.

**Language of instruction:**

English

**Notes:student time load:**

180 hours

combined study (lecture, seminar, consultation): 20

self study: 80

seminar work: 60

data collection: 20

**Course assessment**

The final number of assessed students: 0

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

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

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> 3_MiE_AJ	<b>Course name:</b> Microeconomics
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The overall evaluation consists of an continuous and a final evaluation. The student can achieve a maximum of 100 points. At least 94 points are required to obtain an A rating, at least 87 points to obtain a B rating, at least 80 points for a C rating, at least 73 points for a D rating and at least 65 points for an E rating. <b>a) continuous assessment:</b> The student can achieve a maximum of 20 points for active participation in discussions during consultations. <b>b) final assessment:</b> The student can get another maximum of 80 points for the seminar work and its presentation at the final colloquium.	
<b>Learning objectives:</b> Student who successfully completes the course of Microeconomics 3: <ol style="list-style-type: none"> <li>1. is able to use the knowledge gained from both mainstream theories and other alternative theories (e. g. theory of firms, behavioural theories) in the analysis of consumer behaviour and in the search for the optimal way of production;</li> <li>2. is able to assess the impact of various factors on consumer and producer decision-making;</li> <li>3. applies modern tools of microeconomic analysis to assess the competitive environment;</li> <li>4. is able to assess the suitability of selected instruments by the state in influencing the behaviour of economic entities (also with application to the conditions of the Slovak Republic);</li> <li>5. identifies problems of efficiency and fair distribution in individual markets.</li> </ol>	
<b>Brief outline of the course:</b> Theories of consumer behaviour (Hicks and Slutsky model). Rationality and irrationality of consumer behaviour - standard and alternative approach (behavioural theory). The problem of finding the optimum in production (allocation rules, Edgeworth box). Theory of firms. Strategic behavior of a company under imperfect competition. New approaches to the functions of firms with emphasis on the social function of the enterprise. Externalities, public goods and property rights. State microeconomic policy.	
<b>Recommended literature:</b> 1. KRUGMAN, P., WELLS, R., 2018. Economics. European Edition. Palgrave Macmillan Learning.	

2. MANKIW, N. G. 2017. Principles of Economics. Cengage learning, 8th Ed.
3. MISES, L. 2010. Human Action. A Treatise on Economics. Yale University Press
4. SAMUELSON, P. A., NORDHAUS, W. D. 2010. Economics McGraw Hill, 19th Ed.
5. THALER, R.H. 2015. Misbehaving. The Making of Behavioral Economics. New York: W.W. Norton and Company.
6. EMERSON, P.M. 2019. Intermediate Microeconomics, Oregon State University, available on: <https://open.umn.edu/opentextbooks/textbooks/956>
7. HOREHAJ, J., SUPLATA, M. 2015. A Concise History of Economic Theories, Banská Bystrica: EF UMB.

**Language of instruction:**

English

**Notes:student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 24 hours  
 Self-study: 66 hours  
 Final written course work: 80 hours  
 Data collection: 10 hours

**Course assessment**

The final number of assessed students: 1

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

**Instructor:** doc. Ing. Jana Marasová, PhD., doc. Ing. Mária Horehájová, PhD.

**Last changed:** 24.01.2024

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



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> 3_ODVSR_AJ	<b>Course name:</b> Open data in strategic development
<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> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: semestral project: 0-50 points b) final evaluation: project presentation and its defense within the colloquium: 0-50 points 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>Learning objectives:</b> Student: <ol style="list-style-type: none"> <li>1. is able to obtain data, work with data (primary, secondary, open), visualize data and interpret data in creating strategic documents, professional and scientific articles and policy papers,</li> <li>2. is able to search for open data and critically assess them on the basis of acquired knowledge,</li> <li>3. can apply key knowledge by identifying the suitability of data, present and apply relevant data, assess their significance and, based on their qualified assessment, use them in creating strategic documents, professional and scientific articles and policy papers,</li> <li>4. is able to formulate a vision, goals, tools, measures for the implementation and audit/control of strategic documents on the basis of data assessment in terms of the current state and needs of the future,</li> <li>5. can use open data in creating and processing of professional and scientific publications,</li> <li>6. can create starting points for decision-making and management processes at the top level in firms and in private, public and non-profit sector,</li> <li>7. is able to communicate and present information, own attitudes, problems and proposed solutions.</li> </ol>	
<b>Brief outline of the course:</b> Open data (OD) – their meaning and content. Importance of OD (bureaucracy elimination, transparency, planning, management). OD as a part of smart governance and open governance. OD management. OD as a strategic management tool. Data collection. Data processing. Data visualization. Data evaluation. Use of open data in strategic development. OD in public policies. New principles of data management, publishing and evaluation (applications, tools, portals, data catalogues, datasets, filtering, map portals, data publishing formats, etc.). Creation of a project from open data in relation to the topic of dissertation thesis and development of presentation skills necessary for its defense.	

**Recommended literature:**

1. Smernice 2019/1024 (ODD - OpenDataDirective)
2. BOLÍVAR, M. P. R., MUÑOZ, L. A. 2019. E-Participation in Smart Cities: Technologies and Models of Governance for Citizen Engagement, Springer, Cham, Switzerland. ISBN 978-3319-8947-37.
3. KITCHIN, R. 2014. The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences. SAGE. Los Angeles.
4. MEIJER, A. J., LIPS, M., CHEN, K. 2019. Open Governance: A New Paradigm for Understanding Urban Governance in an Information Age. In: Frontiers in Sustainable Cities.
5. LOPES, N. V. M. 2020. Smart governance for Cities: Perspectives and Experiences. Springer, Cham, Switzerland. ISBN 978-3030-2206-93.

**Language of instruction:**

English

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

**Last changed:** 30.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_PrVCz_AJ	<b>Course name:</b> Paper in a reviewed scientific journal (abroad)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 15	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> A paper in a reviewed scientific journal abroad published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU.	
<b>Learning objectives:</b> Doctoral candidate by publishing a paper in a reviewed scientific journal abroad: 1. demonstrates its ability to provide important knowledge or theoretical background on the basis of its own previous research, applicable in an international context, 2. demonstrates the skills acquired in the preparation of the scientific paper in English, 3. achieves the competence to communicate with the academic community and disseminate research results abroad, 4. proves that he/she has become a member of the international scientific community.	
<b>Brief outline of the course:</b> Scientific paper and its structure. Sources of information for scientific work. Bibliographical references. Cooperative writing. Scientific and publishing ethics. Selection of a reviewed scientific journal. Indexed journals. Predatory journals. Review procedure. Open publishing. Evidence of publishing activities. Scientometry	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Available at: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. HAMERMESH, D. S. 2018. Citations in economics: Measurement, uses, and impacts. Journal of Economic Literature, 56(1), 115-56. Available at: <a href="https://www.aeaweb.org/articles?id=10.1257/jel.20161326">https://www.aeaweb.org/articles?id=10.1257/jel.20161326</a> . 3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2. vyd. London: Sage. 264 s. 2015. ISBN 9781446207499. 4. LI, C., YANG, L. 2022. How scientific concept develops: Languaging in collaborative writing tasks. In System, 105, 102744. <a href="https://doi.org/10.1016/j.system.2022.102744">https://doi.org/10.1016/j.system.2022.102744</a> . 5. MACK, C. A. 2018. How to write a good scientific paper. Bellingham: Society of Photo-Optical Instrumentation Engineers (SPIE). ISBN 978-1510-619-135.	

6. TAHAMTAN, I., SAFIPOUR AFSHAR, A. & AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. *Scientometrics* 107, 1195–1225 (2016). <https://doi.org/10.1007/s11192-016-1889-2>. Available at: <https://link.springer.com/article/10.1007/s11192-016-1889-2>.
7. TORRES-VALLADARES, D., BALLINAS-GARCÍA, E., VILLARREAL-REYES, J., MORALES-ÁLVAREZ, V., ORTIZ-DEL-ÁNGE, C. 2022. Research papers 101: The do's and don'ts of scientific writing. In *Materials Today: Proceedings*, 48 (1), 107-114. <https://doi.org/10.1016/j.matpr.2020.12.708>.

**Language of instruction:**

English

**Notes: student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_PrVCd_AJ	<b>Course name:</b> Paper in a reviewed scientific journal (at home)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 10	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> A paper in a reviewed scientific journal (at home) published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU.	
<b>Learning objectives:</b> Doctoral candidate by publishing a paper in a reviewed scientific journal (at home): 1. demonstrates its ability to provide important knowledge or theoretical background on the basis of its own previous research, 2. demonstrates the skills acquired in the preparation of the scientific paper, 3. achieves the competence to communicate with the academic community and disseminate research results, 4. proves that he/she has become a member of the local scientific community.	
<b>Brief outline of the course:</b> Scientific paper and its structure. Sources of information for scientific work. Bibliographical references. Cooperative writing. Scientific and publishing ethics. Selection of a reviewed scientific journal. Indexed journals. Predatory journals. Review procedure. Open publishing. Evidence of publishing activities. Scientometry.	
<b>Recommended literature:</b> 1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Available at: <a href="https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">https://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a> 2. HAMERMESH, D. S. 2018. Citations in economics: Measurement, uses, and impacts. Journal of Economic Literature, 56(1), 115-56. Available at: <a href="https://www.aeaweb.org/articles?id=10.1257/jel.20161326">https://www.aeaweb.org/articles?id=10.1257/jel.20161326</a> . 3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2. vyd. London: Sage. 264 s. 2015. ISBN 9781446207499. 4. LI, C., YANG, L. 2022. How scientific concept develops: Languaging in collaborative writing tasks. In System, 105, 102744. <a href="https://doi.org/10.1016/j.system.2022.102744">https://doi.org/10.1016/j.system.2022.102744</a> . 5. MACK, C. A. 2018. How to write a good scientific paper. Bellingham: Society of Photo-Optical Instrumentation Engineers (SPIE). ISBN 978-1510-619-135.	

6. TAHAMTAN, I., SAFIPOUR AFSHAR, A. & AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. *Scientometrics* 107, 1195–1225 (2016). <https://doi.org/10.1007/s11192-016-1889-2>. Available at: <https://link.springer.com/article/10.1007/s11192-016-1889-2>.

7. TORRES-VALLADARES, D., BALLINAS-GARCÍA, E., VILLARREAL-REYES, J., MORALES-ÁLVAREZ, V., ORTIZ-DEL-ÁNGE, C. 2022. Research papers 101: The do's and don'ts of scientific writing. In *Materials Today: Proceedings*, 48 (1), 107-114. <https://doi.org/10.1016/j.matpr.2020.12.708>.

**Language of instruction:**

English

**Notes: student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_PrVZz_AJ	<b>Course name:</b> Paper in a reviewed scientific proceedings (abroad)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 10	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> A paper in a reviewed scientific proceedings abroad published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU.	
<b>Learning objectives:</b> Doctoral candidate by publishing a paper in a reviewed scientific proceedings abroad: <ol style="list-style-type: none"> <li>1. demonstrates its ability to provide important knowledge or theoretical background on the basis of its own previous research, applicable in international context,</li> <li>2. demonstrates the skills acquired in the preparation of the scientific paper in English,</li> <li>3. achieves the competence to communicate with the academic community and disseminate research results abroad,</li> <li>4. proves that he/she has become a member of the international scientific community.</li> </ol>	
<b>Brief outline of the course:</b> The structure of a paper in the reviewed scientific proceedings. Abstract creation. Preparation of a paper in a reviewed scientific proceedings. Sources of information for scientific work. Bibliographical references. Cooperative writing. Scientific and publishing ethics. Indexed scientific proceedings. Review procedure. Evidence of publishing activities.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. DE CASTRO, P. 2009. Librarians of Babel: a toolkit for effective communication. Oxford: Chandos Information Professional Series. ISBN: 978-1843-343790.</li> <li>2. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2. vyd. London: Sage. 264 pp. 2015. ISBN 9781446207499.</li> <li>3. LI, C., YANG, L. 2022. How scientific concept develops: Languaging in collaborative writing tasks. In System, 105, 102744. <a href="https://doi.org/10.1016/j.system.2022.102744">https://doi.org/10.1016/j.system.2022.102744</a>.</li> <li>4. MACK, C. A. 2018. How to write a good scientific paper. Bellingham: Society of Photo-Optical Instrumentation Engineers (SPIE). ISBN 978-1510-619-135.</li> <li>5. TAHAMTAN, I., SAFIPOUR AFSHAR, A. &amp; AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. Scientometrics 107, 1195–1225 (2016). <a href="https://doi.org/10.1007/s11192-016-1889-2">https://doi.org/10.1007/s11192-016-1889-2</a> Available at: <a href="https://link.springer.com/article/10.1007/s11192-016-1889-2">https://link.springer.com/article/10.1007/s11192-016-1889-2</a>.</li> </ol>	

6. TORRES-VALLADARES, D., BALLINAS-GARCÍA, E., VILLARREAL-REYES, J., MORALES-ÁLVAREZ, V., ORTIZ-DEL-ÁNGE, C. 2022. Research papers 101: The do's and don'ts of scientific writing. In Materials Today: Proceedings, 48 (1), 107-114. <https://doi.org/10.1016/j.matpr.2020.12.708>.

**Language of instruction:**

English

**Notes: student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_PrVZd_AJ	<b>Course name:</b> Paper in a reviewed scientific proceedings (at home)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 8	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> A paper in a reviewed scientific proceedings at home published in the authorship or co-authorship of a doctoral candidate registered in the University Library of the MBU.	
<b>Learning objectives:</b> Doctoral candidate by publishing a paper in a reviewed scientific proceedings at home: <ol style="list-style-type: none"> <li>1. demonstrates its ability to provide important knowledge or theoretical background on the basis of its own previous research,</li> <li>2. demonstrates the skills acquired in the preparation of the scientific paper,</li> <li>3. achieves the competence to communicate with the academic community and disseminate research results,</li> <li>4. proves that he/she has become a member of the local scientific community.</li> </ol>	
<b>Brief outline of the course:</b> The structure of the paper in a reviewed scientific proceedings. Abstract creation. Preparation of a paper in a reviewed scientific proceedings. Sources of information for scientific work. Bibliographical references. Cooperative writing. Scientific and publishing ethics. Indexed scientific proceedings. Review procedure. Evidence of publishing activities.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. DE CASTRO, P. 2009. Librarians of Babel: a toolkit for effective communication. Oxford: Chandos Information Professional Series. ISBN: 978-1843-343790.</li> <li>2. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2. vyd. London: Sage. 264 pp. 2015. ISBN 9781446207499.</li> <li>3. LI, C., YANG, L. 2022. How scientific concept develops: Languaging in collaborative writing tasks. In System, 105, 102744. <a href="https://doi.org/10.1016/j.system.2022.102744">https://doi.org/10.1016/j.system.2022.102744</a>.</li> <li>4. MACK, C. A. 2018. How to write a good scientific paper. Bellingham: Society of Photo-Optical Instrumentation Engineers (SPIE). ISBN 978-1510-619-135.</li> <li>5. TAHAMTAN, I., SAFIPOUR AFSHAR, A. &amp; AHAMDZADEH, K. 2016. Factors affecting number of citations: a comprehensive review of the literature. Scientometrics 107, 1195–1225 (2016). <a href="https://doi.org/10.1007/s11192-016-1889-2">https://doi.org/10.1007/s11192-016-1889-2</a> Available at: <a href="https://link.springer.com/article/10.1007/s11192-016-1889-2">https://link.springer.com/article/10.1007/s11192-016-1889-2</a>.</li> </ol>	

6. TORRES-VALLADARES, D., BALLINAS-GARCÍA, E., VILLARREAL-REYES, J., MORALES-ÁLVAREZ, V., ORTIZ-DEL-ÁNGE, C. 2022. Research papers 101: The do's and don'ts of scientific writing. In Materials Today: Proceedings, 48 (1), 107-114. <https://doi.org/10.1016/j.matpr.2020.12.708>.

**Language of instruction:**

English

**Notes: student time load:**

**Course assessment**

The final number of assessed students: 0

abs	n
0.0	0.0

**Instructor:** doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_PSMK_AJ	<b>Course name:</b> Paper of top international quality (JCR, SJR)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 30	
<b>Recommended semester/trimester:</b> 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> A paper published, or at least accepted for publication, in an international journal registered in the databases Web of Science or Scopus. The journal must have a non-zero impact factor and must be ranked in either Journal Citation Rank (JCR) or Scimago Journal Rank (SJR).	
<b>Learning objectives:</b> Having published a paper in a journal of top international quality, the student <ol style="list-style-type: none"> <li>1. has proven his eligibility to publish research results at an international level,</li> <li>2. has demonstrated acquired skills to prepare a scientific paper,</li> <li>3. has attained competence to communicate with the academic community and disseminate research results in an effective manner,</li> <li>4. has proven that he has become a member of the scientific community</li> </ol>	
<b>Brief outline of the course:</b> Structure of a journal paper. Introduction to the issue. Current state of the researched issues. Objective, material and methods of research. Results and their discussion. Conclusion. List of bibliographic references. Appendices.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ASH, E., SCHOLEFIELD, L. 2019. What's the best journal for my paper? Elsevier Connect Resources. Available on the internet: <a href="http://www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help">www.elsevier.com/connect/whats-the-best-journal-for-my-paper-new-tool-can-help</a></li> <li>2. BORJA, A. 2021. 11 steps to structuring a science paper editors will take seriously. Elsevier Connect Resources. Available on the internet: <a href="http://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously">www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously</a></li> <li>3. SUITER, A. M., SARLI, C. C. 2019. Selecting a journal for publication: Criteria to consider. In Missouri Medicine. ISSN 0026-6620</li> </ol>	
<b>Language of instruction:</b> English	
<b>Notes: student time load:</b> 900 hours, out of which Combined study (lecture, seminar, consultation): 0 h,	

Preparation of the paper: 850 h, Management of the review process and proofing: 50 h.	
<b>Course assessment</b> The final number of assessed students: 0	
abs	n
0.0	0.0
<b>Instructor:</b> doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčeková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.	
<b>Last changed:</b> 24.01.2024	
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.	

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_VVOPz_AJ	<b>Course name:</b> Presentation at a scientific or professional event (abroad)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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> 5	
<b>Recommended semester/trimester:</b> 1., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Active attendance at scientific, reps. professional event abroad.	
<b>Learning objectives:</b> Doctoral candidate by attendance at scientific, reps. professional event at home: 1. demonstrates its ability to actively present research results in scientific, resp. professional event abroad, optimally in foreign language, 2. demonstrates the presentation skills acquired during the preparation of active performance/ attendance at scientific, resp. professional event abroad, 3. achieves the competence to communicate and discuss with the academic community abroad, 4. proves that he/she has become a member of the scientific community abroad.	
<b>Brief outline of the course:</b>	
<b>Recommended literature:</b> 1. BOURNE P.E. (2007). Ten Simple Rules for Making Good Oral Presentations. PLoS Comput Biol 3(4): e77. Available at: <a href="https://doi.org/10.1371/journal.pcbi.0030077">https://doi.org/10.1371/journal.pcbi.0030077</a> 2. HORIUCHI, S., NASSER, J. S., & CHUNG, K. C. (2022). The Art of a Scientific Presentation: Tips from Steve Jobs. Plastic and Reconstructive Surgery, 149(3), 533-540. Available at: <a href="https://journals.lww.com/plasreconsurg/Fulltext/2022/03000/The_Art_of_a_Scientific_Presentation_Tips_from.1.aspx">https://journals.lww.com/plasreconsurg/Fulltext/2022/03000/The_Art_of_a_Scientific_Presentation_Tips_from.1.aspx</a> 3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd vol. London: Sage. 264 s. 2015. ISBN 9781446207499 4. LAMAR, M. R., & SHEPERIS, D. (2021). Virtual Research Conference Presentations: A Research Course Assignment Students Love. Journal of Technology in Counselor Education and Supervision, 1(1), 5. Available at: <a href="https://digital.sandiego.edu/tces/vol1/iss1/5">https://digital.sandiego.edu/tces/vol1/iss1/5</a> 5. MACDONALD, K. C. (2021). Transforming Your Conference Presentation into a Journal Article. Partnership: Canadian journal of library and information practice and research/ Partnership: revue canadienne de la pratique et de la recherche en bibliothéconomie et sciences de l'information, 16(2), 1-11. Available at: <a href="https://www.erudit.org/en/journals/partnership/2021-v16-n2-partnership06774/1086450ar/">https://www.erudit.org/en/journals/partnership/2021-v16-n2-partnership06774/1086450ar/</a>	

<b>Language of instruction:</b> English	
<b>Notes:student time load:</b>	
<b>Course assessment</b> The final number of assessed students: 0	
abs	n
0.0	0.0
<b>Instructor:</b> doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.	
<b>Last changed:</b> 24.01.2024	
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.	

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_VVOPd_AJ	<b>Course name:</b> Presentation at a scientific or professional event (at home)
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> <b>Course type:</b> (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., 2., 3., 4., 5., 6..	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Active attendance at scientific, reps. professional event at home.	
<b>Learning objectives:</b> Doctoral candidate by attendance at scientific, reps. professional event at home: 1. demonstrates its ability to actively present research results in scientific, resp. professional event at home, 2. demonstrates the presentation skills acquired during the preparation of active performance/ attendance at scientific, resp. professional event at home, 3. achieves the competence to communicate and discuss with the academic community at home, 4. proves that he/she has become a member of the scientific community at home.	
<b>Brief outline of the course:</b> Scientific events, types and forms of scientific events. Professional events, types, and forms of professional events. Preparation of active performance at the scientific, resp. professional event. Types and forms of active performance (e.g., presentation of a paper, poster, moderated discussion, pecha kucha, elevator pitch, etc.). Communication and presentation skills. Advantages and opportunities of active performance at the scientific, respectively, professional event at home.	
<b>Recommended literature:</b> 1. BOURNE P.E. (2007). Ten Simple Rules for Making Good Oral Presentations. PLoS Comput Biol 3(4): e77. Available at: <a href="https://doi.org/10.1371/journal.pcbi.0030077">https://doi.org/10.1371/journal.pcbi.0030077</a> 2. HORIUCHI, S., NASSER, J. S., & CHUNG, K. C. (2022). The Art of a Scientific Presentation: Tips from Steve Jobs. Plastic and Reconstructive Surgery, 149(3), 533-540. Available at: <a href="https://journals.lww.com/plasreconsurg/Fulltext/2022/03000/The_Art_of_a_Scientific_Presentation_Tips_from.1.aspx">https://journals.lww.com/plasreconsurg/Fulltext/2022/03000/The_Art_of_a_Scientific_Presentation_Tips_from.1.aspx</a> 3. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2nd vol. London: Sage. 264 s. 2015. ISBN 9781446207499 4. LAMAR, M. R., & SHEPERIS, D. (2021). Virtual Research Conference Presentations: A Research Course Assignment Students Love. Journal of Technology in Counselor Education and Supervision, 1(1), 5. Available at: <a href="https://digital.sandiego.edu/tces/vol1/iss1/5">https://digital.sandiego.edu/tces/vol1/iss1/5</a> 5. MACDONALD, K. C. (2021). Transforming Your Conference Presentation into a Journal Article. Partnership: Canadian journal of library and information practice and research/	

Partnership: revue canadienne de la pratique et de la recherche en bibliothéconomie et sciences de l'information, 16(2), 1-11. Available at: <a href="https://www.erudit.org/en/journals/partnership/2021-v16-n2-partnership">https://www.erudit.org/en/journals/partnership/2021-v16-n2-partnership</a> 06774/1086450ar/	
<b>Language of instruction:</b> English	
<b>Notes:student time load:</b>	
<b>Course assessment</b> The final number of assessed students: 0	
abs	n
0.0	0.0
<b>Instructor:</b> doc. Mgr. M. A. Ivan Chorvát, CSc., Assoc. prof. Dr. Giacomo Del Chiappa, doc. Ing. Tomáš Gajdošík, PhD., doc. Ing. Andrej Malachovský, PhD., prof. Ing. Vanda Maráková, PhD., doc. Ing. Radka Marčková, PhD., prof. Ing. Kristína Pompurová, PhD., doc. Ing. Ľubica Šebová, PhD.	
<b>Last changed:</b> 24.01.2024	
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.	



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> 3_KMSR_AJ	<b>Course name:</b> Quantitative Methods in R System
<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> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> Practical exam - 100 points For a practical exam in the form of an assigned analysis, the student will receive a maximum of 100 points. By a practical exam, the student demonstrates the acquisition of knowledge provided in the course. To successfully complete the course in due time, 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 can use any available study materials, or can work with information from the Internet.	
<b>Learning objectives:</b> The student will be acquainted with the basics of the statistical program R, with its structure, syntax and its pre-programmed commands. After completing the course, the student will be able to perform a moderately demanding complete statistical analysis, which consists of data processing, data preparation, descriptive statistics and the estimation of supervised and unsupervised models. Furthermore, the student will be able to process the results of the analysis into a suitable form, possibly using graphic libraries.	
<b>Brief outline of the course:</b> Introduction to R, basic commands in R, preparing data, working with data, descriptive statistics and hypothesis testing, using graphical packages, principal components method, cluster analysis, prediction and classification models, cluster analysis of panel data, programming of own functions and loops in R	
<b>Recommended literature:</b> 1. DALGAARD, P. 2008. Introductory Statistics with R. 2. Vyd. New York : Springer, 2008. ISBN 978-0-387-79053-4. 2. HASTIE, T., TIBSHIRANI, R., FRIEDMAN, J. 2009. The elements of statistical learning. 2. Vyd. New York : Springer, 2009. ISBN 978-0-387-84858-7. 3. LANDER, J. P. 2014. R for everyone: advanced analytics and graphics. Upper Saddle River (NJ) : Addison-Wesley, 2014. ISBN 978-0-321-88803-7. 4. R CORE TEAM 2016. R: a language and environment for statistical computing. Vienna : R Foundation for Statistical Computing. <a href="http://www.r-project.org">http://www.r-project.org</a> 5. TEETOR, P. 2011. 2011. R cookbook. Sebastopol (CA) : O'Reilly Media. ISBN 978-0596809157.	

6. VENABLES, W. N., RIPLEY, B. D. 2002. Modern applied statistics with S. 4. Vyd. New York : Springer, 2002. ISBN 0-387-95457-0. 7. VERZANI, J. 2005. Using R for Introductory Statistics. Boca Raton (Florida) : Chapman & Hall/CRC, 2005. ISBN 1-584-88450-9.						
<b>Language of instruction:</b>						
English						
<b>Notes:student time load:</b>						
<b>Course assessment</b>						
The final number of assessed students: 1						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	100.0	0.0
<b>Instructor:</b> Mgr. Mária Stachová, PhD.						
<b>Last changed:</b> 24.01.2024						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_KMV_AJ	<b>Course name:</b> Quantitative Methods in Tourism Research
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) mid-term assessment: not applied. b) final assessment: a project in the form of a scientific article (100 points.) For both a first attempt and a resit, on the basis of expository topics and in line with the outline of the course, the student shall elaborate a project containing a quantitative analysis focused upon a suitably chosen issue of tourism. The project will take form of a scientific article for an impact journal (with an IF $\geq$ median IF in the journal's category) with all required components.	
<b>Learning objectives:</b> Having completed the course successfully, the student <ol style="list-style-type: none"> <li>1. is capable of using analytical methods suitable for solving theoretical problems of tourism and for applied research in economics of tourism,</li> <li>2. is acquainted with possible applicability of the expository methods to scientific problems and practical tasks even outside the sphere of economics of tourism,</li> <li>3. is capable of creative application of the acquired knowledge in his scientific work and in solving practical tasks,</li> <li>4. is capable of interpreting results obtained within the scope of the issues of tourism at hand,</li> <li>5. is competent to appraise the benefits of the obtained outcome within a complex investigation of the problem of tourism at hand,</li> <li>6. is competent to develop new quantitative procedures in addressing scientific problems and practical tasks through creative use of the acquired knowledge.</li> </ol>	
<b>Brief outline of the course:</b> The course provides an overview of basic quantitative methods applied in tourism research to explain and model phenomena of tourism and to establish causal links. The exposition will go over the following outline of topics: <ol style="list-style-type: none"> <li>1. Demand modelling and forecasting.</li> <li>2. Structural equation modelling.</li> <li>3. Discrete choice modelling and limited dependent variable models.</li> <li>4. Hedonic price analysis.</li> <li>5. Models of exploring structure in objects (cluster analysis)</li> <li>6. Models of exploring structure in attributes (principal component analysis, factor analysis)</li> </ol>	

7. Input-output analysis and CGE models.

The outlined topics will be explicated in a research context oriented upon tourism issues.

**Recommended literature:**

1. BURFISHER, M. E. 2017. Introduction to computable general equilibrium models. UK: Cambridge University Press. ISBN 978-1107132207
2. DWYER, L., GILL, A., SEETARAM, N. 2012. Handbook of research methods in tourism: Quantitative and qualitative approaches. UK: Edward Elgar. ISBN 978-1-18100-128-8
3. HILL, R. C., GRIFFITHS, W. E., LIM, G. C. 2017. Principles of econometrics. USA: Wiley. ISBN 978-1118452271
4. KLINE, R. B. 2016. Principles and practice of structural equation modeling. USA: Guilford Press. 978-1-4625-2334-4
5. MATIAS, Á, NIJKAMP, P., SARMENTO, M. 2013. Quantitative methods in tourism economics. Nemecko: Springer. ISBN 978-3-7908-2878-8
6. MERTLER, C. A., VANATTA, R. A. 2017. Advanced and multivariate statistical methods: practical application and interpretation. USA: Routledge. ISBN 978-1-138-28971-0
7. MILLER, R. E., BLAIR, P. D. 2021. Input-output analysis: Foundations and extensions. UK: Cambridge University Press. ISBN 978-1108723534
8. TREIMAN, D. J. 2009. Quantitative data analysis: Doing social research to test ideas. USA: Wiley. ISBN 978-0-470-38003-1
9. STOCK, J., WATSON, M. 2020. Introduction to econometrics. UK: Pearson Education. 978-1-292-26445-5
10. VERBEEK, M. 2017. A guide to modern econometrics. UK: Wiley. ISBN 978-1-119-40115-5

**Language of instruction:**

English

**Notes: student time load:**

180 hours, out of which:  
combined study (lectures, seminars, consultations): 20  
self-study: 80  
elaboration of a project in the form of a scientific paper: 80

**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. PhDr. Ing. Martin Boďa, PhD.

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_MEVP1_AJ	<b>Course name:</b> Research methodology and ethics 1
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) literature review related to the topic of the dissertation (minimum 60 inputs): 0-60 points b) preparing the article presenting the literature review related to the topic of the dissertation: 0-40 points	
<b>Learning objectives:</b> Having completed the course successfully, the student <ol style="list-style-type: none"> <li>1. knows the level of knowledge of national and international literature related to the topic of dissertation,</li> <li>2. understands and applies research ethics,</li> <li>3. has the capacity to identify and to define the research problem, research goal/sub-goals, research questions or hypotheses, can verify hypotheses,</li> <li>4. understand the principles of qualitative and quantitative research, with focus on methods which would be used in the dissertation,</li> <li>5. has capacity to write literature review based academic article.</li> </ol>	
<b>Brief outline of the course:</b> Research ethics. Research methodology. Academic writing. Qualitative and quantitative research. Analysis of the existing literature related to the topic of the dissertation.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2n ed. London: Sage, 2015 264 pp.. ISBN 9781446207499.</li> <li>2. KOWALSKI, A., ORVISKÁ, M., ROSLIN, R. M. 2020. Developing transferable skill for research. Bratislava: Dolis Goen. 491 pp. ISBN 978-80-973221-1-3.</li> <li>3. McCOMBES, S. 2020. How to write a research methodology. Available on the internet: <a href="http://www.scribbr.com/dissertation">www.scribbr.com/dissertation</a>.</li> <li>4. OCHRANA, F. 2015. Methodology of social sciences. Praha: Karolinum, 144 pp. ISBN 978-80-246-3001-4.</li> <li>5. PUNCH, K. F. 2016. Developing effective research proposals. London: Sage, 192 pp. ISBN: 978-14-739-1638-8.</li> <li>6. SAUNDERS, M., LEWIS, P., THORNHILL, A. 2007. Research Methods for Business Students. Harlow: Pearson Education, 624 pp. ISBN 978-0-273-70148-4.</li> </ol>	

<p>7. The Oxbridge Research Group. 2020. Everything you need to know about dissertation primary research. Available on the internet: <a href="http://www.oxbridgeessays.com/blog/everything-need-know-dissertation-primary-research">www.oxbridgeessays.com/blog/everything-need-know-dissertation-primary-research</a>.</p> <p>8. Directive No. 9/2021 on qualification theses defended at Matej Bel University in Banská Bystrica.</p> <p>9. Regulation S-02-21 Format of written qualification theses defended at Matej Bel University in Banská Bystrica.</p>						
<p><b>Language of instruction:</b> English</p>						
<p><b>Notes:student time load:</b> 180 hours, out of which: combined study (lectures, seminars, consultations) 20 self-study 30 drafting the literature review 100 drafting the article 30</p>						
<p><b>Course assessment</b> The final number of assessed students: 0</p>						
A	B	C	D	E	FX(0)	FX(1)
0.0	0.0	0.0	0.0	0.0	0.0	0.0
<p><b>Instructor:</b> prof. Ing. Vanda Maráková, PhD., prof. Ing. Juraj Nemeč, CSc.</p>						
<p><b>Last changed:</b> 24.01.2024</p>						
<p><b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.</p>						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_MEVP2_AJ	<b>Course name:</b> Research methodology and ethics 2
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) literature review related to the topic of the dissertation (minimum 60 inputs): 0-60 points b) preparing the article presenting the literature review related to the topic of the dissertation: 0-40 points	
<b>Learning objectives:</b> Having the completed the course successfully, the student <ol style="list-style-type: none"> <li>1. has capacity to apply the knowledge from the course Research methodology and ethics 1 to start to prepare the project of his/her dissertation, with focus on parts literature review and methodology.</li> <li>2. knows, which methods to apply in his/her dissertation and has capacity to use these methods.</li> <li>3. has capacity to evaluate different approaches related to the topic of dissertation, in national and international perspective.</li> <li>4. has capacity to write standard academic article.</li> </ol>	
<b>Brief outline of the course:</b> Preparing the project of dissertation, with focus on methodology. Drafting academic article related to the topic of dissertation. Individual study with detailed focus on research methods which plan to be used in dissertation.	
<b>Recommended literature:</b> <ol style="list-style-type: none"> <li>1. ISRAEL, M. 2015. Research Ethics and Integrity for Social Scientists: Beyond Regulatory Compliance. 2n ed. London: Sage, 2015 264 pp.. ISBN 9781446207499.</li> <li>2. KOWALSKI, A., ORVISKÁ, M., ROSLIN, R. M. 2020. Developing transferable skill for research. Bratislava: Dolis Goen. 491 pp. ISBN 978-80-973221-1-3.</li> <li>3. McCOMBES, S. 2020. How to write a research methodology. Available on the internet: <a href="http://www.scribbr.com/dissertation">www.scribbr.com/dissertation</a>.</li> <li>4. OCHRANA, F. 2015. Methodology of social sciences. Praha: Karolinum. 144 pp. ISBN 978-80-246-3001-4.</li> <li>5. PUNCH, K. F. 2016. Developing effective research proposals. London: Sage. 192 pp. ISBN: 978-14-739-1638-8.</li> <li>6. SAUNDERS, M., LEWIS, P., THORNHILL, A. 2007. Research Methods for Business Students. Harlow: Pearson Education. 624 pp. ISBN 978-0-273-70148-4.</li> </ol>	

7. The Oxbridge Research Group. 2020. Everything you need to know about dissertation primary research. Available on the internet: [www.oxbridgeessays.com/blog/everything-need-know-dissertation-primary-research](http://www.oxbridgeessays.com/blog/everything-need-know-dissertation-primary-research).

8. Directive No. 9/2021 on qualification theses defended at Matej Bel University in Banská Bystrica.

9. Regulation S-02-21 Format of written qualification theses defended at Matej Bel University in Banská Bystrica.

**Language of instruction:**

English

**Notes:student time load:**

180 hours, out of which:

combined study (Lectures, seminars, consultations) 20

self-study 40

drafting the literature review 70

drafting the article 50

**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:** prof. Ing. Vanda Maráková, PhD., prof. Ing. Juraj Nemeč, CSc.

**Last changed:** 24.01.2024

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



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_IRCR_AJ	<b>Course name:</b> Smart tourism development
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: discussion during consultations: 0-20 points b) final assessment: elaboration of the analytical study and its presentation at the colloquium: 0 - 80 points <b>a) continuous assessment:</b> discussion during consultations: 0-20 points <b>b) final assessment:</b> elaboration of the analytical study and its presentation at the colloquium: 0 - 80 points	
<b>Learning objectives:</b> Student: 1. apply the acquired knowledge about the smart tourism development at the macro, regional and business level, which uses for the scientific formulation of hypotheses of research solutions and analysis of the problem of his dissertation thesis, 2. is able to work with domestic and foreign literature and databases and appropriately apply the findings to the scientific problem in order to ensure the sustainability, competitiveness and resilience of tourism 3. applies scientific methodology of smart tourism development as a separate area of research on a specific practical problem at the macro, regional or business level, using knowledge from the latest scientific research, 4. create a detailed analytical study.	
<b>Brief outline of the course:</b> Industry 4.0 and the rise of the smart concept. Technological and climate change and crises as a stimulus for smart development. Information technologies and their impact on the smart tourism development. Big and open data in tourism. Artificial intelligence and its applications in the development of tourism. Smart tourism businesses and the exchange of data between them. Smart cities. Smart tourism destinations and their governance. Smart tourists, their requirements and behavior. National policies for smart tourism development (Spain, Slovenia, South Korea). The impact of the smart concept on the sustainability, competitiveness and resilience of tourism.	
<b>Recommended literature:</b>	

1. XIANG, Z., FESENMAIER, D. 2016. Analytics in Smart Tourism Design. Concepts and Methods. Nemecko: Springer. ISBN 978-3-319-44262-4
2. SIGALA, M., RAHIMI, R., THELWALL, M. 2019. Big Data and Innovation in Tourism, Travel and Hospitality. Managerial Approaches, Techniques and Applications. Nemecko: Springer. ISBN 978-981-13-6338-2.
3. KATSONI, V., SEGARRA-ONA, M. 2019. Smart Tourism as a Driver for Culture and Sustainability. Nemecko: Springer. ISBN 978-3-030-03909-7
4. GRETZEL, U. 2021. Conceptualizing the Smart Tourism Mindset: Fostering Utopian Thinking in Smart Tourism Development. In Journal of Smart Tourism. ISSN 2765-2157
5. GAJDOŠÍK, T. 2018. Smart tourism: Concepts and insights from Central Europe, In Czech Journal of Tourism. ISSN 1805-3580
6. GAJDOŠÍK, T. 2019. Big data analytics in smart tourism destinations. A new tool for destination management organizations? In Smart Tourism as a Driver for Culture and Sustainability. Nemecko: Springer. ISBN 978-3-030-03910-3
7. GAJDOŠÍK, T. 2019. Towards a conceptual model of intelligent information system for smart tourism destinations. In Software Engineering and Algorithms in Intelligent Systems. Nemecko: Springer. ISBN 978-3-319-91186-1
8. GAJDOŠÍK, T. 2020. Smart tourists as a profiling market segment: Implications for DMOs. In Tourism Economics. ISSN 13548166
9. GAJDOŠÍK, T., ORELOVÁ, A. 2020. Smart technologies for smart tourism development. In Advances in Intelligent Systems and Computing. Nemecko: Springer. ISSN 21945365

**Language of instruction:**

English

**Notes: student time load:**

180 hours, out of which  
 Combined study (Lectures, Seminars, Consultations): 20  
 self-study: 90  
 acquisition of information: 30  
 elaboration of an analytical study: 40

**Course assessment**

The final number of assessed students: 0

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

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

**Last changed:** 24.01.2024

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

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_SocCR_AJ	<b>Course name:</b> Sociology of tourism
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> <b>a) continuous assessment:</b> elaboration of seminar paper and its presentation at a colloquium: 0 - 60 points <b>b) final assessment:</b> oral exam: 0 – 40 points	
<b>Learning objectives:</b> After the completion of the course student can : 1. use acquired knowledge to get acquainted more closely with the scientific problem of dissertation thesis concerning sociological approaches to the research of tourism, 2. distinguish and evaluate the roles, motivations and attitudes of tourists as visitors, including also the overlapping of four cultures, 3. apply the impact of tourism and globalization to the work of people employed in tourism, 4. judge the requirements of visitors in tourism for authentic environment and for the offer of cultural goods and artefacts, 5. evaluate the relations of tourist visitors and of local inhabitants with focus on avoiding conflicts,	
<b>Brief outline of the course:</b> Tourism as an object of research in sociology. Tourism as an activity of leisure; changes of leisure in the 20th century. Tourists; roles, motivations, attitudes and experience. Relations between tourists and local population. Authenticity and its importance in tourism. Socio-cultural and psycho-cultural influences of tourism. Tourism during covid-19 pandemic – social impacts and implications.	
<b>Recommended literature:</b> 1. APOSTOLOPOULOS, Y., et al. 1996. Sociology of Tourism: Theoretical and Empirical Investigations. London: Routledge. ISBN 9780415271653 2. GERSHUNY, J. 2000. Changing Times. Work and Leisure in Postindustrial Society. UK: Oxford University Press. ISBN 9780198287872 3. SHARPLEY, R. 1994. Tourism, Tourists & Society. UK: ELM Publications. ISBN 9781138629493 4. URRY, J. 1990. The Tourist Gaze. UK: Sage Publications. ISBN 0803981821 5. WANG, N. 2000. Tourism and Modernity: A Sociological Analysis. UK: Elsevier Science. ISBN 9780080434469	

6. Annals of Tourism Research, Tourist Studies – selected articles.						
<b>Language of instruction:</b> Slovak, English						
<b>Notes:student time load:</b> 180 combined study (lecture, seminar, consultation): 20 self-study: 60 collecting data: 40 elaboration of seminar paper: 40 colloquium: 20						
<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. Mgr. M. A. Ivan Chorvát, CSc.						
<b>Last changed:</b> 03.12.2021						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_SM_AJ	<b>Course name:</b> Strategic management
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> B (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 20s <b>Method of study:</b> combined	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The number of points to be earned for continuous and final assessment is 100 on the grading scale. Credits are assigned to the student who has obtained a minimum of 65 out of 100 points for fulfilling the requirements of the course assessment. <b>a) continuous assessment:</b> written paper 60 points <b>b) final assessment:</b> written test 40 points	
<b>Learning objectives:</b> After completion of the course, the student can: 1. use the acquired knowledge to better understand the problem of research dealt within the dissertation thesis, and as a basis for decision-making processes in the conditions of different entrepreneurial subjects, 2. competently decide about the use of individual approaches to creating a strategy, with regard to the needs of an organization, 3. apply principles of strategic management in decision-making processes in an organization, with regard to its long-term goals, 4. evaluate suitability of the use of the individual tools of strategic management in relation to the type and orientation of the strategy, 5. evaluate external environment of an organization on basis of fixed models used in strategic management, 6. propose strategy, its implementation and examination related to specific quantitative and qualitative goals of an organization.	
<b>Brief outline of the course:</b> Development of strategic management. Processes of strategic management. Corporate vision, philosophy, mission, and goals. Corporate culture as a prerequisite to strategy implementation. Analysis of the environment. Creating a strategy. Implementation and control of the strategy. New Kotler's strategies in crisis and global competition. Strategic initiatives. Examination and change of strategies. Strategic management unit.	
<b>Recommended literature:</b>	

<p>1. DAVID, F., DAVID, R., FOREST, R. 2017. Strategic Management: A Competitive Advantage Approach, Concepts. UK: Pearson. ISBN 9781292148496</p> <p>2. DYER, J. H., GODFREY, P., JENSEN, R., BRYCE, D. 2021. Strategic management. UK: Wiley. ISBN 978-1-119-76353-6</p> <p>3. CHAN, K., MAUBORGNE, R. 2018. Blue ocean Strategy. UK: Harvard Business Review Press. ISBN 9781625274496</p> <p>4. ROTHAERMEL, F. T. 2021. ISE Strategic management: Concepts. UK: McGraw-Hill. ISBN 1260571238</p> <p>5. RONDA - PUPO, G. A. 2015. Growth and consolidation of strategic management research: insights for the future development of strategic management. In Academy of Strategic Management Journal. ISSN 1939-6104</p> <p>6. Strategic management journal. Selected articles.</p>						
<b>Language of instruction:</b>						
English						
<b>Notes:student time load:</b>						
180 hours						
combined study (Lecture, Seminar, Consultation): 20						
self-study: 60						
written paper: 28						
data collection: 72						
<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. Andrej Malachovský, PhD.						
<b>Last changed:</b> 24.01.2024						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						

## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_UZCR_AJ	<b>Course name:</b> Sustainable and responsible tourism development
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26s <b>Method of study:</b> combined	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester:</b> 2.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> The student can earn a maximum of 20 points for active participation in discussions. A further maximum of 80 points can be obtained for the processing of the seminar work and its presentation at a joint colloquium. The final evaluation is the sum of the points from the interim evaluation and from the presentation of the final work.	
<b>Learning objectives:</b> A student who successfully completes the course: <ol style="list-style-type: none"> <li>1. perceives the concept of sustainability as a necessity to find a way of production and consumption that meets the needs of today's generations without jeopardizing the ability of future generations to meet their needs</li> <li>2. adopted the main pillars of sustainable development and its key principles, applying them to businesses and tourism destinations</li> <li>3. is able to assess the impact of key factors on business and consumer decision-making in the provision and consumption of tourism services;</li> <li>4. implements EU policy and socially responsible tourism model within the framework of Slovakia</li> <li>5. is able to find solutions related to the simultaneous achievement of economic efficiency, environmental quality and social equality, such as: (a) tourism service provider (enterprise) (b) tourism organization at local, regional, national level, (c) consumer.</li> </ol>	
<b>Brief outline of the course:</b> Definition of sustainable development at macroeconomic level. Its penetration with the microeconomic concept of corporate social responsibility. Pillars and principles of sustainable development. Old and new perceptions of the paradigm of sustainable tourism development (SRT model). Specificities of sustainable and responsible development in tourism. The 2030 Agenda for Sustainable Development. A strategy for the development of sustainable tourism by 2030 in Slovak republic. Framework for measuring the sustainable development of tourism. Best practice examples in application of sustainability and responsibility principles– national and international context (tourism businesses and destination).	
<b>Recommended literature:</b> 1. EU STRATEGY FOR SUSTAINABLE TOURISM. 2021	

2. EK. 2016. European Tourism Indicators System for sustainable destination management (ETIS). Available on the internet: [www.ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators\\_en](http://www.ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en)
3. HAID, M., ALBRECHT, J., FINKLER, W. 2021. Sustainability implementation in destination management, In Journal of Cleaner Production. ISSN 09596526
4. MARÁKOVÁ, V., WOLAK-TUZIMEK, A., TUČKOVÁ, Z. 2021. Corporate social responsibility as a source of competitive advantage in large enterprises. In Journal of Competitiveness. ISSN 1804-171X
5. MARÁKOVÁ, V., LAMENT, M., WOLAK-TUZIMEK, A. 2019. Forms of Stakeholders Communication by Socially Responsible Enterprises in Slovakia and Poland. In Corporate Social Responsibility in the Manufacturing and Services Sectors. Heidelberg:Springer. ISBN 978-3-642-33851-9.
6. MIHALIC, T. 2016. Sustainable-responsible tourism discourse. Towards ‘responsustainable’ tourism. In Journal of Cleaner Production. ISSN 09596526
7. MOORE, M., OUTLAW, C. 2020. Guide to Sustainable Development. USA: Bookbaby. ISBN 9781735092010
8. UNWTO. 2021. Tourism & Sustainable Development Goals – Tourism for SDGs. Available on the internet: [www.unwto.org/tourism4sdgs](http://www.unwto.org/tourism4sdgs)
9. UNWTO. 2021. Recommendations for the Transition to a Green Travel and Tourism Economy. Available on the internet: [www.g20.org/wp-content/uploads/2021/05/210504-Recommendations-for-the-Transition-to-a-Green-Travel-and-Tourism-Economy.pdf](http://www.g20.org/wp-content/uploads/2021/05/210504-Recommendations-for-the-Transition-to-a-Green-Travel-and-Tourism-Economy.pdf)
10. WILLIAMS, O. F. 2014. Sustainable Development. USA: University of Notre Dame Press. ISBN 9780268044299

**Language of instruction:**

English

**Notes:student time load:**

240 hours out of which:  
 Combined study: lecture, consultation – 26 hours  
 Independent study - 120  
 Elaboration of seminar work – 94 hours

**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:** prof. Ing. Vanda Maráková, PhD., doc. Ing. Jana Marasová, PhD.

**Last changed:** 24.01.2024

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



## Course Description

<b>University:</b> Matej Bel University in Banská Bystrica	
<b>Faculty:</b> The Faculty of Economics	
<b>Code:</b> CR3_ASCR_AJ	<b>Course name:</b> Tourism sector analysis
<b>Type, extent and method of instruction:</b> <b>Form of instruction:</b> Lecture <b>Course type:</b> A (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) <b>Recommended number of periods:</b> 26s <b>Method of study:</b> combined	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester:</b> 1.	
<b>Level:</b> III.	
<b>Prerequisites:</b>	
<b>Course completion conditions:</b> a) continuous assessment: discussion during consultations: 0-20 points b) final assessment: elaboration of the analytical study and its presentation at the colloquium: 0 - 80 points <b>a) continuous assessment:</b> discussion during consultations: 0-20 points <b>b) final assessment:</b> elaboration of the analytical study and its presentation at the colloquium: 0 - 80 points	
<b>Learning objectives:</b> Student: 1. is able to work with current domestic and foreign scientific literature, assess and critically evaluate authors' approaches to explanation and evaluation of economic and non-economic aspects of tourism development, 2. can critically analyze, evaluate and synthesis relevant data of the tourism sector, 3. applies the scientific methodology of quantification of demand, supply and impacts of tourism to solve a specific scientific problem with regard to the focus of the topic of the dissertation thesis at the macro- or meso-level, 4. creates an analytical study of the tourism sector with regard to the focus of the topic of the dissertation thesis, 5. is able to communicate with colleagues and the wider scientific community within the area of his/her expertise.	
<b>Brief outline of the course:</b> Tourism as a cross-sectional and socio-economic system. Demand for tourism, its quantification and forecasting using qualitative and quantitative methods. Supply in tourism, its principle and influencing factors. Tourism market structure, supply chain and partnerships. Economic impacts of tourism and possibilities of their evaluation (e.g. tourism satellite accounts, input-output models, cost-benefit analysis). Non-economic impacts of tourism. The current level of tourism development in Slovakia and in the world. Evaluation of the competitiveness of tourism destinations. The future direction of tourism sector research.	

**Recommended literature:**

1. DWYER, L., FORSYTH, P., DWYER, W. 2010. Tourism economics and policy. Bristol: Channel View Publications. ISBN 978-13-84541-151-0
2. VANHOVE, N. 2018. The economics of tourism destinations. Abingdon: Routledge. ISBN 978-1-138-5787-1
3. MATIAS, A., NIJKAMP, P., ROMÃO, J. 2016. Impact Assessment in Tourism Economics. Berlin: Springer. ISBN 978-3-319-14919-6
4. MATIAS, A. 2012. Quantitative Methods in Tourism Economics. Berlin: Springer. ISBN 978-3-790-82870-88
5. HILLMAN, W., RADEL, K. 2018. Qualitative methods in tourism research. Bristol: Channel View Publications. ISBN 978-1-84541-640-9
6. BI, J-W., LI, H., FAN, Z-P. 2021. Tourism demand forecasting with time series imaging: A deep learning model. In Annals of Tourism Research. ISSN 0160-7383
7. ABBAS, J., MUBEEN, R., IOREMBER, P. T., RAZA, S., MAMIRKULOVA, G. 2021. Exploring the impact of COVID-19 on tourism: transformational potential and implications for a sustainable recovery of the travel and leisure industry. In Current Research in Behavioral Sciences. ISSN 2666-5182
8. CASTILHO, D., FUINHAS, J.A., MARQUES, A.C. 2021. The impacts of the tourism sector on the eco-efficiency of the Latin American and Caribbean countries. In Socio-Economic Planning Sciences. ISSN 0038-0121
9. GODOVYKH, M., RIDDERSTAAT, J. 2020. Health outcomes of tourism development: A longitudinal study of the impact of tourism arrivals on residents' health. In Journal of Destination Marketing & Management. ISSN 2212-571X
10. JIAO, X., CHEN, J. L., LI, G. 2021. Forecasting tourism demand: Developing a general nesting spatiotemporal model. In Annals of Tourism Research. ISSN 0160-7383
11. KRONENBERG, K., FUCHS, M. 2021. Aligning tourism's socio-economic impact with the United Nations' sustainable development goals. In Tourism Management Perspectives. ISSN 2211-9736
12. MACNEILL, T., WOZNIAK, D. 2018. The economic, social, and environmental impacts of cruise tourism. In Tourism Management. ISSN 0261-5177
13. OZDEMIR, O. 2020. Board diversity and firm performance in the U.S. tourism sector: The effect of institutional ownership. In International Journal of Hospitality Management. ISSN 0278-4319
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<b>Language of instruction:</b> English						
<b>Notes:student time load:</b> 240 hours, out of which combined study: 26 self-study: 134 acquisition of information: 30 elaboration of an analytical study: 50						
<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> prof. Ing. Kristína Pompurová, PhD.						
<b>Last changed:</b> 24.01.2024						
<b>Approved by:</b> prof. Ing. Vanda Maráková, PhD.						