



Matej Bel University Banská Bystrica
Faculty of Economics
Tajovského 10
974 01 Banská Bystrica
<http://www.ef.umb.sk>



Characteristics of the study program

Title of the study program: **Marketing Management of Business (MMB)**
Study field: **6284: Business Economics and Management**
Degree of the study: **Master Study**
Duration of study: **2 academic years**
Degree: **Engineer (Ing.)**
Guarantor of the program: **prof. Ing. Jaroslav Ďad'o, PhD.**

Scope of the study program:

Graduates of the program receive comprehensive lessons, with a synergistic effect on the control of marketing activities in different types of businesses. A student of The MMB program acquires specific knowledge of:

- strategic management,
- financial management,
- financial planning,
- the management and execution (all marketing activities for domestic and foreign markets),
- quality management,
- customer relationship management,

All acquired skills and knowledge respect social and ethical principles of business from the viewpoint of whole or individual stakeholders. This knowledge can be applied in enterprises and organizations of different industries. Graduate will dispose of an exact analytical method. He is able to identify the factors determining the development of the company and its surroundings. He is able to identify a market opportunity, assess the risks and potential impacts on business, he is able to manage and modify a supply in order to exploit this opportunity. The MMB program supports a team work, whether to handling a leading role in a team or not. Graduate is able to communicate in a world language (English). The MMB program develops both managerial and personal abilities regarding independent management of complex projects, taking responsibility for complete solutions, economic thinking, anticipation of events and trends.

Profile of a graduate:

Graduate from the second degree of the Marketing Management of Business (MMB) program will be able to work successfully as manager. Although the program is focused on the marketing, the program involves various business management fields and assures the graduate to work effectively in every sphere of business. The program provides students with the theoretical knowledge based on practical case study application. The MMB program assures students to understand and adopt advanced and special disciplines of marketing, management, quality management and finance. Graduates will also have created conditions for studying in third degree of university studies. Graduate will understand, analyze, evaluate and adopt measures in the context of integration processes and globalization tendencies.

Requirements on applicants

An applicant is required to have completed bachelor's degree in the field of economics. All applicants with other than economics Bc. degree must pass entrance exam, which consists of economics and test of knowledge from bachelor's degree in business economics and management.

Faculty at the study program

Lectures, seminars and exercises are held by selected lecturers from the Department of Corporate Economics and Management, Department of Economics, Department of Finance and Accounting, Department of Quantitative Methods and Information Systems, from Faculty of Economics of Matej Bel University, as well as by selected lecturers from other universities from Slovakia and from abroad, as well as by managers of enterprises.

Guarantors of Subjects (Lecturers):

prof. Ing. Jaroslav Ďaďo, PhD.
prof. Ing. Ľubica Lesáková, PhD.
prof. Ing. Viera Marková, PhD.
prof. Ing. Mária Uramová, PhD.
prof. RNDr. Rudolf Zimka, PhD.
as. prof. Ing. Helena Čierna, PhD.
as. prof. Ing. Jana Marasová, PhD.

Appliaction form with all necessary documents has to be send by post to the following address for bachelor study till 15 of April 2015.

Faculty of Economics, Matej Bel University
Lenka Kuzmová
Department of Study
Tajovského 10
975 90 Banská Bystrica
Slovakia

More information you find here: <http://www.ef.umb.sk/index.asp?uid=387>

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