

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

NOTE!

- 1. We advise students of Travel and Tourism to come for summer term, as there is no course offer in this field of study in winter term!**
2. In case you wish to take courses form different level of study as you officially are, you can, but the course need to suit to your home study plans and level of knowledge! Please for this, check course description.
3. Courses marked with letter "C" are not compulsory, it menas these do not have to be 100% open, they will be open only if there is enough students applied for certain course.

A1 - Courses for bachelor degree program - Business Economics and Management

Courses marked with letter "C" are not compulsory, it menas these do not have to be 100% open. These will be open only if there is enough students applied for certain course.

No.	Course name	ECTS	Lessons p/week	Semester
1	Accounting 1	6	2L + 2S	winter
2	Business Economics 1	6	2L + 2S	winter
3	Corporate Financial and Economic Analysis 1	6	2L + 2S	winter
4	Finance and Currency	5	2L + 2S	winter
5	Informatics	5	1L + 3S	winter
6	Management 1	5	2L + 1S	winter
7	Mathematics	6	2L + 2S	winter
8	Microeconomics	6	2L + 2S	winter
9	Statistics	6	2L + 2S	winter
10	International Economic Relations	4	2S	winter
11	Personal and Business Correspondence	4	2S	winter
12	Social Protocol	4	2S	winter
13	Accounting 2	6	2L + 2S	summer
14	Business Economics 2	6	2L + 2S	summer
15	International Trade	4	1L + 2S	summer
16	Corporate Finance	6	2L + 2S	Summer
17	Labour Law	4	1 block	summer
18	Law	4	1 block	winter
19 C	Environmental Management in Business	4	2S	summer
20	Human Resources Management	5	2L + 1S	summer
21 C	Internet Applications	4	2S	summer
22	Macroeconomics 1	6	2L + 2S	summer
23	Marketing	5	2L + 2S	summer
24	Database Systems	4	2S	summer

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

A2 – Courses of master degree program - Marketing Management of Business

Courses marked with letter “C” are not compulsory, it means these do not have to be 100% open. These will be open only if there is enough students applied for certain course

No.	Course name	ECTS	Lessons p/week	Semester
25	Brand Value Management	4	1L + 2S	Winter
26	Socially Responsible Business (for master degree only)	5	1L + 2S	winter
27	International Management and Marketing	6	2L + 2S	winter
28	Financial Management 1	5	1L + 2S	winter
29 C	Risk Management	4	2S	winter
30	Tax and Tax Policy	5	2L + 2S	winter
31	Strategic Management and Marketing	6	2L + 2S	winter
32	Managerial Communication	5	1L + 2S	winter
33	Project Management	5	1L + 2S	winter
34	Controlling	4	1L + 2S	winter
35	Logistics	5	2L + 2s	winter
36	Customer Relationship Management	5	1L + 2S	summer
37	Marketing Information Systems and Market Research	5	2L + 2S	summer
38	Quality Management 1	5	1L + 2S	summer
39	Management of Innovations	5	1L + 2S	summer
40	Macroeconomics 2 (for master degree only)	5	2L + 2S	summer

B - Matières de la Filière partiellement francophone = Courses for Francophone study programme
These are special courses and we can offer you these ONLY if there will be enough students applied for certain program and certain course!

No.	Course name	ECTS	Lessons p/ week	Semester
	Business Planning	4	1L + 2S	summer
	Management des Innovations	3		
	Entreprendre en hotellerie et restauration en France	3	2S	winter
	Gestion d'entreprise 1	3	2S	winter
	Gestion d'entreprise 2	3	2S	winter
	Informatique 1	3	1L + 2T	winter
	Intégration financière et monétaire européenne	3	2S	summer
	Macroéconomie 1	4	2L + 1S	summer
	Macroéconomie 2	5	2L + 1S	summer
	Mathématiques			
	Microéconomie	6		summer
	Statistics	6	2L + 2T	winter

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA

Offer of Courses taught in Foreign Languages

Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus

Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	Terminologie économique 1	3	2S	winter
	Terminologie économique 2	3	2S	summer
	Union européenne	3	2S	winter

C - Courses for Master in Tourism / Matieres pour le Master en tourisme / Fächer für Magisterstudium im Tourismus

No.	Course name	ECTS	Lessons p/ week	Semester
41	Cultural and Urban Tourism	5	2S	summer
42	Destination Management	5	1L + 2S	summer
43	Strategies and Regional Tourism Planning	5	1L + 2S	summer
44	Tourism Management and Marketing	5	2L + 2S	summer

D - Courses offered by Department of Professional Language Communication Courses marked with letter "C" are not compulsory, it means these do not have to be 100% open. These will be open only if there is enough students applied for certain course.

No.	Course name	ECTS	Lessons p/ week	Semester
45	Slovak Language for Foreigners (beginners)	4	2S	winter
46	Slovak Language for Foreigners (beginners)	4	2S	summer
47	Slovak Language for Foreigners (advanced)	4	2S	winter
48	Slovak Language for Foreigners (advanced)	4	2S	summer
49	Foreign Language I. – Business English 1 (Foreign Language I. = higher level of the language knowledge at least B2)	4	2S	winter
50	Foreign Language I. – Business English 2 (Foreign Language I. = higher level of the language knowledge at least B2)	4	2S	summer
51	Foreign Language I. – Business English 3 (Foreign Language I. = higher level of the language knowledge at least B2)	4	2S	winter
52	Foreign Language I. – Business English 4 (Foreign Language I. = higher level of the language knowledge at least B2)	4	2S	summer
53	Foreign Language I. – Business English 5 (Foreign Language I. = higher level of the language knowledge at least B2)	4	2S	winter

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

54	Foreign Language II. – Business English 1 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	winter
55	Foreign Language II. – Business English 2 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	summer
56	Foreign Language II. – Business English 3 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	winter
57	Foreign Language II. – Business English 4 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	summer
58 C	Foreign Language II. – Business Russian 1 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	winter
59 C	Foreign Language II. – Business Russian 2 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	summer
60 C	Foreign Language II. – Business German 1 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	winter
61 C	Foreign Language II. – Business German 2 (Foreign Language I. = lower level of the language knowledge usually B1 or less)	4	2S	summer
62 C	Culture of the English Speaking Countries	3	2S	winter
63 C	Contemporary Society in Media	4	2S	winter
64 C	Business Communication	3	2S	winter
65 C	Kommunikation in der Wirtschaft	3	2S	winter
66C	Business Terminology	3	2s	summer
67C	Communication Across Cultures	4	2S	summer
??C	Business negotiations	3?	2S	summer

Note: L – Lecture

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

S – Seminary

T – Training Lesson

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

A1 Courses for bachelor study program - Business Economics and Management

1	ACCOUNTING 1
<i>Annotation</i>	<p>Understanding of economical relations in company and their recording in accounting. On the basis of knowing basic methodical devices of accounting to understand the fundamentals of double-entry bookkeeping and single-entry bookkeeping. On the basis of knowing generally accepted accounting principles to get to know accounting assets, liabilities, equity, expenses and income. To get to know basic overview of financial statements and their financial analysis. To obtain basics of managerial accounting, its objects, functions and its relationship to financial accounting. Understanding principles of single-entry book keeping and to have an information about basics from international accounting.</p> <p>Conceptual framework to financial accounting. Double-entry bookkeeping in the companies. Financial statements in the companies. Single-entry bookkeeping.</p>
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	Winter
<i>Lecturer</i>	
2	BUSINESS ECONOMICS 1
<i>Annotation</i>	<p>Business and entrepreneurship. Main principles of business, goals and functions of it. Life cycle, creation and abolishment of the enterprise. Short term and long term actives of the enterprise. Costs, their nature, classification, functions. Calculations, cost calculations, methods of costs calculations. Pricing. Structure of prices, pricing processes. Revenues, estimation and measurement. Profit/loss as the outcome of business activities. Profit calculations.</p>
<i>Language</i>	English
<i>Number of Credits</i>	6

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	winter
<i>Lecturer</i>	Ing. Ladislav Klement, PhD., Ing. Vladimíra Klementová, PhD.
14	BUSINESS ECONOMICS 1
<i>Annotation</i>	Investment process and its stages. Classification of real investments. Evaluation of effectiveness of investments by means of static and dynamic methods. Organization of supply activities. Methods of determining individual types of inventory (production stocks, stock of production in progress, stocks of finished products). Ways to ensure staff security. Organization of work. Group and individual remuneration. Setting gross and net income. Characteristics of production and services. Determining production capacity, i.e. need of corporate means/tools (long-term tangible assets) for production activities and offering services. Characteristics of consumption, trade and marketing activities. Specifics of domestic and foreign trade activities.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	summer
<i>Lecturer</i>	Ing. Ladislav Klement, PhD., Ing. Vladimíra Klementová, PhD.
3	CORPORATE FINANCIAL AND ECONOMIC ANALYSIS 1
<i>Annotation</i>	<p>The content, objectives and procedures of the financial analysis. Tools and methods used in the financial analysis of a company. Total analysis of the company financial results. Ex-post financial analysis and ex-ante financial analysis. The methodology of the ex-post financial analysis. Analysis of liquidity, activity, debt, profitability and market value of the company. Analysis of quantitative results of an enterprise. Analysis of production volumes and revenues from sales of own products and services. Analysis of profit or loss and cash flow in the company. Analysis of partial results of an enterprise. Analysis of the position of an enterprise in the market. Analysis of the core production business factors. Methods of quantification of the determining factors impact on the total results of an enterprise. The use of the financial analysis results in the decision-making process and business management.</p> <p>Study Results: The student 1. with the use of the acquired knowledge is able to explain the content of the financial-economic analysis of the company (the FEAP), to clarify the importance and the use of FEAP in the process of business management, and to master the methodological apparatus</p>

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	applicable in FEAP, 2. is able to assess the general financial situation of the company, to apply the content, process and methods of financial analysis to solve specific tasks in the company and explain the use of the results of the analysis in the process of business management, 3. is able to make an analysis of total and partial quantitative results of the company, apply the basic mathematical-statistical methods and economic-mathematical models within the analysis, and to clarify the use of the results of the analysis in business practice, 4. is able to make an analysis of the basic production factors of a company, to handle the content, process and methods of a production factors analysis of as well as interpret the obtained results in an economic outlook, 5. is competent to assess the position of a company in the market, apply the content, process and methods of the analysis of the company position in the market to address particular tasks, and explain the use of the results of the analysis within the process of business management.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	
4	FINANCE AND CURRENCY
<i>Annotation</i>	<p>The role of finance in the economy. Objective and subjective aspect of finance. Financial system, fiscal policy and financial control. Cash and cash operations. Time value of money. Cash balance and to distort competition. Inflation. Interest rate and the interest rate. Nature, function and classification of Finance. Financial market. Meaning, function, classification, entities and money market instruments. Market stocks and bonds. Institutional aspects of the financial market. Exchange and stock exchange transactions. Public finance. The system of public budgets and fiscal federalism. State budget. Theory and policy of public revenues and public spending. Budget deficit and public debt. Fiscal policy and its instruments. Banking. The central bank of the state, its functions. Monetary policy and monetary policy instruments. Bank regulation. Commercial bank businesses. Bank balance, active, passive and neutral banking operations. Insurance. Social insurance in the social security system. Commercial insurance. Insurance risks and insurance products. Institutional aspects of insurance and reinsurance. Corporate finance. Asset and capital structure. Sources of financing. Financial planning business. Investment and portfolio investment company. Basic starting the evaluation of investment projects. International finance. International capital movements. Balance of payments. International monetary system. Exchange rates and their calculation. Foreign exchange reserves. International monetary cooperation. International financial</p>

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	institutions.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
5	INFORMATICS
<i>Annotation</i>	Theoretical part: - role and importance of information technology in the economic practice, - computers and their accessories, - system and application software, - software development and distribution, - computer networks, internet, - information security. Practical part: Advanced techniques of computer text processing: - automatization of multi-page text documents editing, styles, templates, automatic generation of lists and contents, - objects inserting and adjusting, cross references, tables, tabs, images, symbols, - page settings and document sections, automatic corrections and editing. Advanced techniques of data processing and analysis: - operation principles of table calculators, data inserting and importing, styles and formats, - calculations, formulas and functions, absolute and relative addressing, including the external references, - graphical presentation and analysis of the data, - database processing, database functions, contingency tables and graphs, - complex computing task solving, - use of the spreadsheets in the economic practice, - relation databases, database structures, relations and types of data, data filtering, - databases use in mass correspondence.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
6	MANAGEMENT 1
<i>Annotation</i>	Defining the term management, and different approaches to defining it, history of management, basic management functions, characteristics of a manager and his/her personal qualities, planning, planning system of an organization and planning methods, organizing, defining the types, creating and optimizing the organization structures, system of organization norms, managing people and basic tools to management, motivation of employees,

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	controlling and controlling system of an organization, decision-making methods, importance of information in the work of a manager, corporate culture, new trends in management, management in the globalized environment.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
7	MATHEMATICS
<i>Annotation</i>	<p>Basic logics. Function of one variable: limit of a sequence, limit of a function, derivation of a function, integral of a function. Investigation of the course of a function. Function of one variable application in economy. Linear systems of algebraic equations and their application in economy. Infinite series and their application in economy.</p> <p>After completion of the course, the student can: 1. enlarge their high-school mathematics with basic-level knowledge of limit, differential and integral calculus of the function of one variable, solving the equation systems and infinite series, 2. learn to understand connections between pieces of acquired knowledge, 3. use the acquired knowledge for study of technical subjects and solving of practical tasks, 4. interpret the task solutions with regard to the studied economic issue, 5. assess the contribution of a partial result for final successful solution of the task, 6. use the acquired knowledge creatively for finding of new, more effective ways of solving theoretical and practical tasks.</p>
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	
8	MICROECONOMICS
<i>Annotation</i>	<p>Introduction to economics. Basic problems of the economic organization. Production possibility frontiers. Market and market mechanism. Demand and supply in individual markets. Demand, utility and consumer behavior. Business organization. Supply theory and marginal product. Economic analysis</p>

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	of costs, revenues and profit. Competition. Perfect competition. Imperfect competition – monopoly, oligopoly, monopolistic competition. Pricing of factors of production. Labor market and wages. Land market and rent. Capital market. Income distribution.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	Doc. Horehájová Mária
9	STATISTICS
<i>Annotation</i>	<p>To teach students to use descriptive statistics, probability theory, inference statistics, regression and correlation methods, time series analysis and categorical data analysis for transformation of information into such form which enables them to make optimal decisions within the management of economic processes on the level of middle and top management.</p> <p>Fundamentals and basic ideas used in statistics. Data collection procedures and their graphical presentations. Frequency distribution of one- and two-dimensional statistical files. Measures of central tendency, variability and their properties. Measures of concentration. Skewness and kurtosis. Covariance. Introduction to probability. Probability distributions. Distributions of discrete and continuous random variable. Two dimensional distributions of random variable. Limit theorems. Random sampling and sampling distributions, estimators of population parameters. Inference statistics: confidence intervals and hypothesis tests. ANOVA analysis. Introduction to regression and correlation analysis – linear and nonlinear regression, simple and multiple regression and correlation. Dependence analysis for categorical data. Index numbers. Introduction to time series: trend analysis and seasonal decomposition.</p>
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	
10	INTERNATIONAL ECONOMIC RELATIONS

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

Annotation	
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
11	PERSONAL AND BUSINESS CORRESPONDENCE
<i>Annotation</i>	<p>Subject matter and content of personal and business correspondence. Business creation. Deed of Incorporation, Memorandum of Association. Internal company documents. Personal agenda and protection of personal data. Formal documents relating to the conclusion and termination of employment. Legal obligations under the company payroll. Economic information system. Supplier-customer relations and business agenda. The documents of an enterprise for communication with financial institutions. An application for a loan. Enterprise and control bodies. Termination of the business entity.</p> <p>After completion of the course, the student can 1. use the current legislative framework to create and modify personal and business agenda, 2. set up a business in terms of meeting the basic formal and legal requirements, 3. apply the acquired knowledge in the corporate agenda of operational and strategic character, 4. assess the convenience of the development and the use of a company information system considering various criteria, 5. evaluate the corporate agenda outputs in relation to external entities, 6. create documents and forms on corporate agenda on the basis of legal obligations.</p>
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
12	SOCIAL PROTOCOL
<i>Annotation</i>	<p>Morality, ethics, etiquette. Public opinion, legal awareness, protocol. Basic social rules and social networking, preparing for communication. The primary social impressions (personal image, verbal and nonverbal communication, clothes for different occasions). Social intercourse on different occasions. Selected social and gastronomic events. Preparation and organization of events. The behavior of managers in the work. Specifics of social networking</p>

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	abroad. The rules of social behavior and inter-cultural specificities in trade negotiations with foreign partners. Under diplomatic protocol.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
13	ACCOUNTING 2
<i>Annotation</i>	Disclosure and presentation of costs, revenues, profit or loss. Balancing and reporting of specific events and transactions within the accounts of the company. The structure and content of financial statements of the company. Allocation of profit in the company. A single entry basis. Accounting system SR versus internationalization of accounting.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	summer
<i>Lecturer</i>	
14	BUSINESS ECONOMICS 2
<i>Annotation</i>	Investments, investing, investment processes. Classification of investments. Effectiveness of invested sources. Organization of supplies. Planning, supply and storage management. Types of production activities, production capacity. Selling management and organization. Marketing activities. Selling policy, product structure. Employees – structure and classification. Human resources management. Work, workload management. Remuneration. Netto, brutto salaries/incomes from employment.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	summer
<i>Lecturer</i>	Ing. Ladislav Klement, PhD., Ing. Vladimíra Klementová, PhD.
15	INTERNATIONAL TRADE

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Annotation</i>	International and foreign trade. Foreign trade development in Slovakia. Export promotion in Slovakia. Methods and techniques of analysing foreign markets. Deciding on entering the foreign market. Import and export business operations. Deciding on the marketing program. Customs procedures for export and import goods. International transport of goods, insurance contracts and legal services. Payment services in international trade. Risks in international trade.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
16	CORPORATE FINANCE
<i>Annotation</i>	Characteristics of an enterprise, its objectives and functions. Defining corporate environment. Life cycle of an enterprise. Long-term and short-term assets of an enterprise. Basics, division and structure of costs. Costs from managerial perspective. Factors influencing the amount of costs. Calculated costs - basics, characteristics of individual types and methods of cost calculation. Basics and types of prices, and their structure. Approaches to pricing. Cost and profit-oriented pricing in production and trade activities, and in services. Foreign prices in relation to business partners from the EC countries and the third world countries. Demand-oriented pricing (price tests and types of prices). Supply-oriented pricing. Basics and structure of business revenues. Business production. Factors influencing business revenues. Profit or loss as the result of financial management (profit/loss) of an enterprise. Complex view of basic economic categories from the point of view of an enterprise (setting a turning point, cost and price limits, and production volumes). Setting a contribution margin in the conditions of homogeneous and heterogeneous production and services.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	summer
<i>Lecturer</i>	
17	LABOUR LAW
<i>Annotation</i>	
<i>Language</i>	English

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
18	LAW
<i>Annotation</i>	
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
19C	ENVIRONMENTAL MANAGEMENT IN BUSINESS
<i>Annotation</i>	Definition of environmental problems. The concept of sustainability. Economic aspects of the environment. Environmental policy instruments. Selected instruments for environmental management at the enterprise level: 1. oriented product; 2. The process-oriented. Eco-innovations. Financing environmental projects.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
20	HUMAN RESOURCES MANAGEMENT
<i>Annotation</i>	The core and the content of human resources management. System and tasks of personnel work. Personnel work in knowledge economy. Strategic aspect in human resources management. Human and intellectual capital in an organization. Personnel policy and strategy. Human resources planning. System of employee flexibility. Personnel work unit. Personnel information system. Job market and employment opportunities. Analysis of work and its methods. Description and specification of work. Human resources audit. Development of human potential. Recruitment, adaptation, professional development, coaching, motivation to work and employee evaluation. Personnel marketing, insourcing and outsourcing of human resources and

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	activities. Work evaluation. Personnel controlling. Employee relations. Employee care
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	
21C	INTERNET APPLICATIONS
<i>Annotation</i>	Internet and its services, basic concepts, characteristics of the used technology, their importance and economic demands. The use of the internet services in the economic practice. Catalogue and fulltext data search. Creation of web pages. Basics of design and usability (easy navigation). Principles and options for web graphics creation. Basics of the HTML markup language. Registration and location of the created web presentation at a publicly accessible server. Administration and updating of the company website. Publishing on the internet, webhosting, domains, price demands and conditions.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
22	MACROECONOMICS 1
<i>Annotation</i>	Introduction to Macroeconomics. Macroeconomic Goals and Instruments. Measuring National Output and Income. Aggregate Demand and Aggregate Supply. Macroeconomic Equilibrium. Consumption, Savings and Investments. Economic Growth. Money and Money Market. Opened Economy. The Business Cycles. Unemployment. Inflation. Monetary, Fiscal, International Trade and Income Policy. Foreign Trade Currency. International Monetary System.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	summer
<i>Lecturer</i>	Ing. Žaneta Lacová, PhD.

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

23	MARKETING
<i>Annotation</i>	Basic terms of marketing. History and importance of marketing in the activities of an enterprise. Development of marketing concepts. Customer and his buying behavior in consumer and industrial markets, factors determining this behavior. Marketing activities of an enterprise: marketing research, marketing analysis, market segmentation. Core, content and analysis of tools of marketing mix in an enterprise (product, price, distribution, communication). Process of creating marketing strategy and marketing plan. Application of marketing in specific areas: international marketing, marketing of services, marketing of non-profit organizations, industrial marketing.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	
24	DATABASE SYSTEMS
<i>Annotation</i>	<p>Concept of database systems, architecture of the database management systems (SRBD - Slovak acronym). Relation database models, description of the most common relation SRBDs, database normalization. SQL language, databases administration and security. MS Access database program - basic objects and their properties. Scheme of a selected database application depending on the field of study. SQL Server database system, analysis of the data from the training corporate databases with the SQL inquiries and BI instruments. Conversion – the option of data transfer into the other database programs and back.</p> <p>After completion of the course, the student can: 1. use the acquired knowledge and skills of work with database systems for analysis of the data from the economic databases, 2. function as a linking element between the institution management and professionals – database specialists (in practice), 3. apply the results of business analyses in the decision-making process, 4. assess suitability of deployment of a certain information system and its main part - database system - within a particular institution, 5. assess the economic results of an institution with the Business Intelligence (BI) instruments, 6. create a partial database solution for a small and medium enterprise, organization or financial institution.</p>
<i>Language</i>	English
<i>Number of Credits</i>	4

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	summer
<i>Lecturer</i>	
A2 – Courses for master degree study programme - Marketing Management of Business	
25	BRAND VALUE MANAGEMENT
<i>Annotation</i>	Brand definition. Brand as the strategic asset. Strategic brand analysis. The brand identity system. Brand as the part of product and the marketing communication. Brand value proposition – benefits of brand. Brand customer relationship. Brand personality. Brand strategies. Managing brand system. Measuring brand equity across products and markets - segments.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	Prof. Ing. Jaroslav Ďaďo, PhD. Sr.
26	SOCIALLY RESPONSIBLE BUSINESS
<i>Annotation</i>	Corporate social responsibility and corporate ethics – defining basic and related terms. Benefits and risks. Interest groups/stakeholders. Development of CSR in the world and in Slovakia. Pillars of CSR. Economic aspect. Environmental aspect. Social aspect (internal, external). Identification of corporate ethical problems and linking them to individual aspects of CSR. Implementation of CSR concept into corporate practice. Institutionalization of ethics in an enterprise. Analysis of case studies.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
27	INTERNATIONAL MANAGEMENT AND MARKETING

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Annotation</i>	<p>Process of globalization, its effect on operations of an enterprise from the point of view of managerial decision-making and marketing. Factors determining development of globalization from the demand and supply perspective. Process of internationalization of an enterprise and the market. Segmentation in the international market. Analysis of macro-environment as a prerequisite to selection of the target market – a country. Marketing in the European market. Specifics of influence of cultural environment and culture components on consumer behavior. Strategies and forms of entering a foreign market. Adaptation vs. standardization of marketing mix when entering a foreign market. Individual aspects of marketing research in an international market. International economic environment. Influence of regional economic integration on behavior of TNC. International financial management from the point of view of TNC.</p>
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	
28	FINANCIAL MANAGEMENT 1
<i>Annotation</i>	<p>The contents, objectives and principles of financial management. The role of financial management in a business. The role of a financial manager. The agency problem. Fundamental categories of financial management. International and national environment of a business. The influence of financial management on the economic environment. 2. CAPITAL STRUCTURE The overview of the financing decision. The optimal capital structure. The cost of capital. Factors influencing the capital structure decision. 3. INVESTMENT DECISIONS Financial aspects of investment projects – estimating earnings and cash flows of investment projects. Evaluation of investment projects. The influence of financial decisions on effectiveness of investment projects. Capital budgeting. Financial investments. Criteria of financial investments. Risk and return. Risk and diversification of portfolio. 4. WORKING CAPITAL MANAGEMENT The structure of current assets. Determining the need of working capital. Stock management. Accounts receivable management. Cash management. Financing working capital. 5. FINANCIAL RISKS AND INTERNATIONAL ASPECTS OF FINANCIAL MANAGEMENT Financial risks, their quantification and methods of elimination. Financial derivatives, their characteristic, role and types (forwards, futures, options and swaps). The use of financial derivatives in investment strategies. International financial management and management of foreign exchange risks. 6. INTERNAL FINANCING, DIVIDENDS AND DIVIDEND POLICY Internal financing. Types of dividends. Mechanism of the dividend distribution. Dividend theories. Types of dividend policy. Factors influencing dividend policy.</p>

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
29C	RISK MANAGEMENT
<i>Annotation</i>	Risk and its place in entrepreneurship. Foundations of risk, model and life cycle of risk. Clear and entrepreneurial risks. Sources of risk and areas of their influence. Goals and tools of risk management. Analysis of risk. Methods of risk identification. Methods of risk prioritization. Parameters of measuring risk dimensions – probability, division of probability. Methods of measuring risk. Managerial decision-making in uncertain conditions. Decision-making in risky conditions. Methods of risk elimination. Evaluation of riskiness of an enterprise as a whole. Crisis management of an enterprise.
<i>Language</i>	english
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
30	TAX AND TAX POLICY
<i>Annotation</i>	History of taxation and tax theories, basic principles of taxation, classification of taxes. Primary and secondary tax pertinences. Taxation and efficiency, costs of taxation. Taxation and fairness – criteria of fairness, tax redistribution. Tax neutrality and optimal taxation. Macroeconomical, microeconomical and ecological aspects of taxation. Tax optimization, tax avoidance and tax evasion. Tax policy and tax reforms. Tax administration and its changes. International taxation aspects – globalization, tax competition and harmonization. Avoidance of double taxation. System of income, property and consumption taxes in Slovakia and its comparison with various countries (depending on students origins).
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	Ing. Denisa Malá, PhD.
31	STRATEGIC MANAGEMENT AND MARKETING

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Annotation</i>	Definition and importance of strategic management and strategic marketing and linking them in the planning process. The process of strategy development in the enterprise. Defining mission, vision, philosophy and values. Strategic analysis of the external macro-environment, industry, market and selected stakeholders microenvironment. Strategic analysis of internal business environment, key success factors, the nature of competitive advantage, differentiation and USP (unique selling proposition). Strategic processes in marketing: STP as a basis for strategic marketing, new product development, strategic brand management, creating customer value. Classification of strategies and strategic approaches by type of industry and business. Implementation of the strategy, types of organizational structures and management of strategic change. Strategic control, audit and controlling.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	Winter
<i>Lecturer</i>	
32	MANAGERIAL COMMUNICATIONJ
<i>Annotation</i>	Manager, requirements for his/her personality and specialized skills. Creativity in the work of a manager. Techniques at work of a successful manager. Distinctive characteristics of manager's work in entrepreneurial sphere, time management. Work performance and workload of a manager. Communication in the work of a manager, verbal (oral and written) and non-verbal (mimics, gesticulations, eyes body language, and others), communication event, communication and social situation. The process of communication, the use of feedback and active listening in communication. Managerial methods. Interview, techniques. Meeting, kinds of meetings, managing the preparation of meetings and their course. Press conference, presentation, discussion. Communication at work. Effective communicating. Synchronous and asynchronous communication. Management of business negotiations. Specific features of intercultural communication in negotiations with foreign partners. Rhetorics in the work of the manager. Preparation and course of public speaking.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
33	PROJECT MANAGEMENT

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Annotation</i>	The definition of project and project management. Project management standards and certification of project managers. Classification of projects and project life cycle. Defining project goals and project planning. Project implementation and organization of project activities. Controlling and managing project risks. The tasks of the project manager and team work in the project. A case study in the application software MS Project: Project Definition. A case study in the application software MS Project: a hierarchical structure of activities. A case study in the application software MS Project: the project timetable. A case study in the application software MS Project: Project Resources. A case study in the application software MS Project: implementation and completion of the project. A case study in the application software MS Project: Finalisation of semester work.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
34	CONTROLLING
<i>Annotation</i>	Summary of controls. Controlling the system of corporate governance. Differences between controlling, financial analysis, control and audit. Controlling the particularities of small and medium-sized enterprises. Accounting information for the intra-organizational value management and decision making. Calculations as a tool for controls. Budgets as a tool for controls. In-house accounting as a tool for controls. Classification of controls. Controlling inventory. Controlling investment activities and non-current assets. Controlling assets and liabilities. Controlling financial assets. Controlling costs, revenues and profit or loss. Controlling profitability. Implementing procedures for controlling the operating of a company. Summary of controls. Controlling the system of corporate governance. Differences between controlling, financial analysis, control and audit. Controlling the particularities of small and medium-sized enterprises. Accounting information for the intra-organizational value management and decision making. Calculations as a tool for controls. Budgets as a tool for controls. In-house accounting as a tool for controls. Classification of controls. Controlling inventory. Controlling investment activities and non-current assets. Controlling assets and liabilities. Controlling financial assets. Controlling costs, revenues and profit or loss. Controlling profitability. Implementing procedures for controlling the operating of a company.
<i>Language</i>	English
<i>Number of Credits</i>	4

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	winter
<i>Lecturer</i>	
35	LOGISTICS
<i>Annotation</i>	Introduction to Logistics. Basic Characteristics and organizing logistics. Purchasing, production, and distribution of logistics. Customer Service. Tasks and objectives supply components and tools supplying logistics. Selection of suppliers of starting materials. Receiving. Warehouse logistics, warehouse logistics trends. Production planning and management, philosophy JUST IN TIME. Distribution, order processing, packaging. Logistics strategy, logistics decisions, success factors of logistics.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	
36	CUSTOMER RELATIONSHIP MANAGEMENT
<i>Annotation</i>	Consumer behavior of customers and influence factors. Psychology and typology of consumers. Basic characteristics, elements, information support, structure and stages of building relations with customers, choice of the right strategy. Customer satisfaction and methods of its measurement, customer loyalty, customer satisfaction model. Value of customer for the enterprise and value for the customer. Key customer, management of key customers, core, causes of implementing the concept of serving customers, advantages and risk, tools and levels of management of key customers.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	
37	MARKETING INFORMATION SYSTEMS AND MARKET RESEARCH
<i>Annotation</i>	Introduction to MIS – information importance, parts of the MIS. Market research, its scope, benefits for managerial decisions, types, process and ethical aspects. Identification of marketing problem/issue, data resources, techniques of data gathering (observation, interview, laboratory and natural experiment), contact methods. Primary data gained from the qualitative

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	research, Primary data gained from the quantitative research – principles of designing the questionnaire. Sampling methods, field research realization, coding and control. Processing and analysis, interpretation and presentation of research results, their distribution and exploitation for marketing purposes.
<i>Language</i>	English
<i>Number of Credits</i>	
<i>Semester</i>	summer
<i>Lecturer</i>	
38	QUALITY MANAGEMENT 1
<i>Annotation</i>	Defining quality and quality management system. Classification of management systems and requirements of the chosen management systems: OH SAS 18001, ISO 14001, ISO TS 16949. Stages of building the quality management system according to ISO 9001:2015. Requirements of the ISO 9001:2015 norm. Auditing of quality management systems. Certification of quality management systems. Methods and tools used to ensure quality. The economics of quality. Complex quality management and the EFQM model.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	
39	MANAGEMENT OF INNOVATIONS
<i>Annotation</i>	Essence of innovation management in the enterprise, definition, differentiation and classification of innovation. Analysis of the life cycle of innovation and successful product. Creative methods in the innovation process. Determining the intentions of innovative products (parameters) method best value. Determining the intentions of innovative products (parameter) value analysis. Licensed trading as part of innovation management. Innovative business strategy and forecasting innovation enterprise. Forecasting Methods innovation and predictability. Forms of support innovative development and institutional support of innovations.
<i>Language</i>	English
<i>Number of Credits</i>	5

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	summer
<i>Lecturer</i>	
40	MACROECONOMICS 2
<i>Annotation</i>	
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	
B - Matières de la Filière partiellement francophone = Courses for Francophone study programme These are special courses and we can offer you these ONLY if there will be enough students applied for certain program and certain course!!!	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Lecturer</i>	Doc. Ing. Jana Marasová, PhD.
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
<i>Annotation</i>	
<i>Language</i>	
<i>Number of Credits</i>	
<i>Semester</i>	
<i>Lecturer</i>	
C. Courses for Master in Tourism / Matières pour le Master en tourisme / Fächer für Magisterstudium im Tourismus	
41	CULTURAL AND URBAN TOURISM
<i>Annotation</i>	To get familiar with tourism development and its specific features in urban and cultural tourism. To analyze the market of urban and cultural tourism – the demand and supply side. To obtain knowledge about impacts of urban and cultural tourism and it's planning and marketing. Urban and cultural tourism. Market of urban and cultural tourism – supply, demand. Assessing impacts of urban and cultural tourism. Information system and tourist information office in a city. Marketing of a city. Planning, organisation and funding of urban tourism

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	Ing. Ľudmila Šmardová, PhD.
42	DESTINATION MANAGEMENT
<i>Annotation</i>	<p>The course deals with the concept of „destination“ as the competitive unit and crystallisation point of the tourism offer in incoming tourism. Students at the end of this course should be able to: Identify and evaluate relevant trends in tourism demand and supply. Define and Identify destinations and places of attraction. Analyse the competitive position of destinations and learn methods and tools for strategic destination management. To be aware of special challenges of destinations management finances. Evaluate and design possible organisational structures in destination governance. Learn methods and tools to facilitate destination cooperation</p> <p>Teaching methods include lectures, case studies and group discussions.</p>
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	summer
<i>Lecturer</i>	doc. Ing. Vanda Maráková, PhD., Ing. Ľubica Šebová, PhD.
43	STRATEGIES AND REGIONAL TOURISM PLANNING
<i>Annotation</i>	<p>Strategic planning in tourism. Planning process in tourism destinations (regions, tourism destinations). Region and typology of tourism regions. Carrying capacity analysis, methods and limits of their calculations. Tourism development standards. Implementation of the tourism development standards in particular national and regional tourism plans (Cyprus, Scotland, and Bhutan etc.) Environmental impact assessment in tourism destinations. Implementation of strategic plans into practice. Regional tourism policy, tourism development programs. Investment incentives as part of the regional tourism policy. Monitoring of the implementation of the tourism development plans – monitoring techniques. Tourism development plans in tourism destination (project).</p>
<i>Language</i>	English
<i>Number of Credits</i>	5

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	summer
<i>Lecturer</i>	Prof. Ing. Jana Kučerová, PhD.
44	TOURISM MANAGEMENT AND MARKETING
<i>Annotation</i>	<p>To become familiar with the specific features of tourism management and marketing in Slovak republic and in the countries of EU with developed tourism. The course also explains that marketing of destination should balance the strategic objectives of all stakeholders as well as sustainability of local resources. Students will learn how to differentiate products and develop partnerships between the public and private sector in order to co-ordinate delivery. Specific features of tourism management. Managing the tourist destination-sustainable approach. Co-operative management of tourism destination. Organisational structures in tourism. Financing of tourism development. Support tools to enhance partnerships. Specific features of marketing in tourism and destination marketing. Consumer behaviour in tourism. Marketing information system in tourism and market research. Destination product and its distribution. Promotion of tourism destination. Image and branding of tourism region. State as a tourism destination, macro marketing.</p>
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>semester</i>	summer
<i>Lecturer</i>	Doc. Ing Vanda Maráková, PhD., Ing. Katarína Holúbeková, PhD.

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

D. Courses offered by Department of Language Communication	
49	FOREIGN LANGUAGE I. - BUSINESS English 1
<i>Annotation</i>	System of study at the university, basic information about Matej Bel University and its faculties. Faculty of Economics and the study programs. Basic terminology. Sectors of economy, economic systems. Organisation of a company, its structure, relations between departments. Management and behavior of managers. Characteristics of a company. Making first contacts, meetings with foreign clients. Basics of correspondance, memorandum and e-mail, motivation of employees.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	Mgr. Dana Benčíková, PhD., Bc.A. John Carroll, MFA David Cole, PhD., doc. PhDr. Ján Chorvát, PhD., Mgr. Ľuba Kubišová, PhDr. Mária Spišiaková, PhD., Mgr. Dagmar Škvareninová, PhD., PaedDr. Marta Vránová, PhD., PhDr. Anna Zelenková, PhD.
50	FOREIGN LANGUAGE I. - BUSINESS English 2
<i>Annotation</i>	Human resources management. The recruitment process in the company. Applying for a job. Preparation of a CV and cover letter. Preparing for a job interview. Practicing communication skills in the job interview. Equal opportunities. Labor relations, employee layoffs. Developments in the sectors of the economy. Supplier-customer relations. Basics of business correspondence.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	Mgr. Dana Benčíková, PhD., Bc.A. John Carroll, MFA David Cole, PhD., doc. PhDr. Ján Chorvát, PhD., Mgr. Ľuba Kubišová, PhDr. Mária Spišiaková, PhD., Mgr. Dagmar Škvareninová, PhD., PaedDr. Marta Vránová, PhD., PhDr. Anna Zelenková, PhD.
51	FOREIGN LANGUAGE I. - BUSINESS English 3
<i>Annotation</i>	Banking , types of banks and banking services. Lending . The role of the central bank. Securities , bonds and shares , stock exchange . Various forms of investment . Accounting and financial statements , creative accounting . Social

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	and economic policy of the government. System of taxes , direct and indirect taxes , tax evasion . Practicing reading figures . Read and interpret graphs and description of trends. Developing the skills needed for negotiation and bargaining.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
52	FOREIGN LANGUAGE I. - BUSINESS English 4
<i>Annotation</i>	Marketing mix . The market value of the brand. Politics Product , price, distribution and communication. Various types of advertising and promotion. The impact of advertising on consumer behavior . Firm's share of the market and competition . Mergers, and cooperation on the market . International Trade. Import and export . Quotas and duties . Advantages and disadvantages of free trade. Globalization . Development of presentation and argumentation skills.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
53	FOREIGN LANGUAGE I. - BUSINESS English 5
<i>Annotation</i>	Setting up a business, legal forms of business, business plan, business location. The possibilities and modalities of funding in setting up a new business. Venture capital. Corporate Social Responsibility. Relations to various stakeholders - employees, suppliers, customers, shareholders, local communities, public institutions and NGOs. Economy and ecology. The concept of sustainability. Arguments in defending their own opinions and attitudes.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
54	FOREIGN LANGUAGE II. - BUSINESS English 1
<i>Annotation</i>	Study at university. Basic information about UMB and its faculties. The structure and organization of the company, position in the company, scope of activities of each department. Task manager in various positions. Corporate

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	culture in an international context. Developing basic presentation and communication skills at work manager.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
55	FOREIGN LANGUAGE II. - BUSINESS English 2
<i>Annotation</i>	The recruitment process. Applying for a job, a job interview. Equal opportunities in terms of gender, age, race and others. Ads and database companies. Termination of employment. Basics of business correspondence - writing a cover letter and CV.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
56	FOREIGN LANGUAGE II. - BUSINESS English 3
<i>Annotation</i>	Marketing mix. The specificity of the product and brand awareness. Advertising, media and promotional techniques. Ethical principles in advertising and the impact of advertising on consumer behavior. Presentation of the product / service of the company.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
57	FOREIGN LANGUAGE II. - BUSINESS English 4
<i>Annotation</i>	Basic terminology of money in the company. Sources of financing - bank loans , securities and other sources . Banks and their products . Bank lending to enterprises . International market, positioning on international market conditions and the effects of foreign companies on the Slovak market. Reading charts and description of the development of the financial indicators in the company.
<i>Language</i>	Slovak
<i>Number of Credits</i>	4

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Semester</i>	summer
<i>Lecturer</i>	
58	FOREIGN LANGUAGE II. - BUSINESS Russian 1
<i>Annotation</i>	The study at universities . Basic information about UMB and its faculties . The structure and organization of the company, position in the company, scope of activities of each department . Task manager in various positions . Corporate culture in an international context . Developing basic presentation and communication skills to work manager
<i>Language</i>	Russian
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	Mgr. Eva Jurčáková, PhD., Mgr. Dagmar Škvareninová, PhD.
59	FOREIGN LANGUAGE II. - BUSINESS Russian 2
<i>Annotation</i>	Proces prijímania do zamestnania. Uchádzanie sa o prácu, pracovný pohovor. Rovnosť príležitostí z hľadiska pohlavia, veku, rasy a i. Inzeráty a databázy podnikov. Ukončenie pracovného pomeru. Základy obchodnej korešpondencie – písanie motivačného listu a CV.
<i>Language</i>	Russian
<i>Number of Credits</i>	4
<i>Semester</i>	Summer
<i>Lecturer</i>	
60	FOREIGN LANGUAGE II. - BUSINESS German 1
<i>Annotation</i>	Study at university . Basic information about UMB and its faculties . The structure and organization of the company, position in the company, scope of activities of each department . Task manager in various positions . Corporate culture in an international context . Developing basic presentation and communication skills to work manager.
<i>Language</i>	German
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

61	FOREIGN LANGUAGE II. - BUSINESS German 2
<i>Annotation</i>	The recruitment process. Applying for a job, a job interview. Equal opportunities in terms of gender, age, race and others. Ads and database companies. Termination of employment. Basics of business correspondence - writing a cover letter and CV.
<i>Language</i>	German
<i>Number of Credits</i>	4
<i>Semester</i>	summer
<i>Lecturer</i>	
62	CULTURE OF THE ENGLISH SPEAKING COUNTRIES
<i>Annotation</i>	The role of English in the 21st century. English-speaking country and the world. The concept of culture, types and dimensions of culture. Cultural values in different countries, comparing with their own national culture. Cultural diversity in the workplace. Management styles in different cultures. Political system, history and economy. Culture and society. Multicultural society, multiculturalism . Generalizations and stereotyping cultures.
<i>Language</i>	english
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	
63	CONTEMPORARY SOCIETY
<i>Annotation</i>	The workshop is based on authentic documents from various media that reflect current social and economic affairs in a dynamically changing contemporary society and at the same time capture the specific features of the various socio -economic systems. The work of the seminar is aimed at presenting and discussing current social and economic issues and express their views on them, which gives students scope for further development of vocabulary, language , discussion and critical thinking skills .
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	
64	BUSINESS COMMUNICATION
<i>Annotation</i>	Communication is essential to business. Companies and organizations have their internal communication and communication with various business

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

	partners, including consumers, investors, other companies and the media. Subject Business Communication focuses on gaining practical skills that a student used effectively in practice. Course content combines academic theory with practical application. The goal is through role playing, simulation exercises to develop business communication competence in various fields of business, business correspondence, interpersonal skills, which can be used in personal and professional life.
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	
65C	KOMMUNIKATION IN DER WIRTSCHAFT
<i>Annotation</i>	Communication is essential to business. Companies and organizations have their internal communication and communication with various business partners, including consumers, investors, other companies and the media. Subject Business Communication focuses on gaining practical skills that a student used effectively in practice. Course content combines academic theory with practical application. The goal is through role playing, simulation exercises to develop business communication competence in various fields of business, business correspondence, interpersonal skills, which can be used in personal and professional life .
<i>Language</i>	German
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	
66C	BUSINESS TERMINOLOGY
<i>Annotation</i>	
<i>Language</i>	English
<i>Number of Credits</i>	
<i>Semester</i>	summer
<i>Lecturer</i>	
67C	COMMUNICATION ACROSS CULTURES
<i>Annotation</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

<i>Language</i>	English
<i>Number of Credits</i>	
<i>Semester</i>	summer
<i>Lecturer</i>	
68C	BUSINESS NEGOTIATION
<i>Annotation</i>	
<i>Language</i>	English
<i>Number of Credits</i>	
<i>Semester</i>	summer
<i>Lecturer</i>	
45	SLOVAK LANGUAGE FOF FOREIGNERS - beginners
<i>Annotation</i>	
<i>Language</i>	SLOVAK - ENGLISH
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	Mgr. Dana Benčíková, PhD., Bc.A. John Carroll, MFA David Cole, PhD., doc. PhDr. Ján Chorvát, PhD., Mgr. Ľuba Kubišová, PhDr. Mária Spišiaková, PhD., Mgr. Dagmar Škvareninová, PhD., PaedDr. Marta Vránová, PhD., PhDr. Anna Zelenková, PhD.
46	SLOVAK LANGUAGE FOF FOREIGNERS - beginners
<i>Annotation</i>	
<i>Language</i>	SLOVAK - ENGLISH
<i>Number of Credits</i>	4
<i>Semester</i>	SUMMER
<i>Lecturer</i>	

FACULTY OF ECONOMICS, MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA
Offer of Courses taught in Foreign Languages
Courses Offer for the Erasmus +students - Offre de matières pour les étudiants Erasmus
Angebot für Erasmus Studenten, and all other foreign students

2016/2017

47	SLOVAK LANGUAGE FOF FOREIGNERS - advanced
<i>Annotation</i>	
<i>Language</i>	SLOVAK - ENGLISH
<i>Number of Credits</i>	4
<i>Semester</i>	winter
<i>Lecturer</i>	

48	SLOVAK LANGUAGE FOF FOREIGNERS - ADVANCED
<i>Annotation</i>	
<i>Language</i>	SLOVAK - ENGLISH
<i>Number of Credits</i>	4
<i>Semester</i>	SUMMER
<i>Lecturer</i>	