

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

**GRADING SCHEME - details**

A 100 – 94 % 1 - excellent performance  
 B 93 – 87 % 1, 5 - very good performance  
 C 86 – 80 % 2 - good performance  
 D 79 – 73 % 2, 5 - satisfactory performance  
 E 72 – 65 % 3 - minimum performance  
 FX 64 and less % 4 – failure

**WINTER SEMESTER**

Code	Course Name	Credit	Duration	Sem.	Typ	Programme
KEMP-EF/D_1_EP1-aj/22	Business Economics 1	7	2P+2S	W	Compulsory	BEM_D1n
KEMP-EF/D_1_FEAP1-aj/22	Corporate Financial and Economic Analysis 1	6	2P+2S	W	Compulsory	BEM_D1n
KEMP-EF/D_1_PaE-P-aj/22	Entrepreneurship in Digital Era	5	2P+2S	W	Compulsory	BEM_D1n
KEMP-EF/D_1_Man-aj/22	Management	7	2P+2S	W	Compulsory	BEM_D1n
KFÚ-EF/D_1_Ucto1-aj/22	Accounting 1	5	2P+2C	W	Compulsory	BEM_D1n
KFÚ-EF/D_1_Fin-aj/22	Finance	5	2P+1S	W	Compulsory	BEM_D1n
KKMaIS-EF/D_1_Info-aj/22	Informatics	5	1P+3C	W	Compulsory	BEM_D1n
KE-EF/D_1_Pravo-aj/22	Law	5	2P+2S	W	Compulsory	BEM_D1n
KE-EF/D_1_Mikro-aj/22	Microeconomics	6	2P+2S	W	Compulsory	BEM_D1n
KKMaIS-EF/D_1_Stat-aj/22	Statistics	6	2P+2C	W	Compulsory	BEM_D1n
KOJK-EF/D_1_I.AJ1-aj/22	Foreign Language I - Business English 1	4	2S	W	Compulsory	BEM_D1n
KOJK-EF/D_1_I.AJ3-aj/22	Foreign Language I - Business English 3	4	2S	W	Compulsory	BEM_D1n
KOJK-EF/D_1_I.AJ5-aj/22	Foreign Language I - Business English 5	4	2S	W	Compulsory	BEM_D1n
KEMP-EF/D_1_SZM-aj/22	Socially Responsible Marketing	4	2S	W	Compulsory	BEM_D1n
KEMP-EF/D_1_UFaI-aj/22	Sustainable Finance and Investments	4	2S	W	Compulsory	BEM_D1n
KEMP-EF/D_1_PA-aj/22	Corporate Agenda	4	2S	W	Compulsory	BEM_D1n
KKMaIS-EF/D_1_FM1-aj/22	Financial Mathematics 1	4	2S	W	Compulsory	BEM_D1n
KE-EF/D_1_MEV-aj/22	International Economic Relations	4	2S	W	Compulsory	BEM_D1n
KE-EF/D_1_Polito-aj/22	Politolology	4	2S	W	Compulsory	BEM_D1n
KE-EF/D_1_Psych-aj/22	Psychology	4	2S	W	Compulsory	BEM_D1n
KE-EF/D_1_Socio-aj/22	Sociology	4	2S	W	Compulsory	BEM_D1n
KOJK-EF/D_1_OK1-aj/22	Business Communication 1 (in English)	3	2S	W	Elective	BEM_D1n
KKMaIS-EF/D_1_PG-aj/22	Business Graphics	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_IVvP-aj/22	Intercultural Relations in Business (in English)	3	2S	W	Elective	BEM_D1n
KKMaIS-EF/D_1_ZM-aj/22	Introduction to Mathematics	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_OK-nj/22	Business Communication (in German)	3	2S	W	Elective	BEM_D1n

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**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
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**2022/23**

KOJK-EF/D_1_SLF1/22	Slovak for Foreigners 1	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_SLF3/22	Slovak for Foreigners 3	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_II.AJ1/22	Foreign Language II – Business English 1	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_II.AJ3/22	Foreign Language II – Business English 3	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_II.NJ1/22	Foreign Language II – Business German 1	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_II.NJ3/22	Foreign Language II – Business German 3	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_II.RJ1/22	Foreign Language II – Business Russian 1	3	2S	W	Elective	BEM_D1n
KOJK-EF/D_1_II.RJ3/22	Foreign Language II – Business Russian 3	3	2S	W	Elective	BEM_D1n
FPVaMV	Chinese Language for Beginners I.	3	2S	W	Elective	BEM_D1n + FBIvAJ_D2n
FPVaMV	Chinese Language for Beginners III.	3	2S	W	Elective	BEM_D1n + FBIvAJ_D2n
FPVaMV	Chinese Language for Advanced I.	3	2S	W	Elective	BEM_D1n + FBIvAJ_D2n
KCR-EF/D_1_Hotel-aj/22	Hospitality Management	6	2P+2S	W	Compulsory	CR_D1n
KFÚ-EF/D_2_FMP-aj/22	Corporate Financial Management	6	2P+2S	W	Compulsory	FBIvAJ_D2n
KFÚ-EF/D_2_MF-aj/22	International Finance	7	2P+2S	W	Compulsory	FBIvAJ_D2n
KKMaIS-EF/D_2_RNF-aj/22	Risk and Uncertainty in Finance	6	2P+2C	W	Compulsory	FBIvAJ_D2n
KKMaIS-EF/D_2_KMvF-aj/22	Quantitative Methods in Finance	6	2P+2C	W	Compulsory	FBIvAJ_D2n
KFÚ-EF/D_2_AI-aj/22	Alternative Investment	5	2P+1S	W	Compulsory elective	FBIvAJ_D2n
KFÚ-EF/D_2_ManU-aj/22	Managerial Accounting	5	1P+2S	W	Compulsory elective	FBIvAJ_D2n
KEMP-EF/D_2_SaPM-aj/22	Strategic and Project Management	5	2P+1S	W	Compulsory elective	FBIvAJ_D2n
KFÚ-EF/D_2_ZaDS-aj/22	Taxation and Tax Administration	5	2P+1S	W	Compulsory elective	FBIvAJ_D2n
KOJK-EF/D_2_OR-aj/22	Business Negotiations (in English)	4	2S	W	Elective courses	FBIvAJ_D2n
KCR-EF/D_2_PSzCR2-aj/22	Case Studies in Tourism 2	4	2S	W	Elective courses	FBIvAJ_D2n
KFÚ-EF/D_2_KaB-aj/22	Digital Currencies and Blockchain	4	2S	W	Elective courses	FBIvAJ_D2n
KCR-EF/D_2_FT1(TV1)/22	Field Trip 1	4	2S	W	Elective courses	ERCR_D2n
KOJK-EF/D_2_SLF1/22	Slovak for Foreigners 1	4	2S	W	Elective courses	FBIvAJ_D2n
KOJK-EF/D_2_SLF3/22	Slovak for Foreigners 3	4	2S	W	Elective courses	FBIvAJ_D2n
KE-EF/D_2_TS-VKzM/22	Theory of Consumer Behaviour	4	2S	W	Elective courses	FBIvAJ_D2n

**Please note that Elective Courses might not 100% open (depends on amount of students)**

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

**SUMMER SEMESTER**

Code	Course Name	Credit	Duration	Sem.	Typ	Programme
KEMP-EF/D_1_EP2-aj/22	Business Economics 2	7	2P+2S	S	Compulsory	BEM_D1n
KEMP-EF/D_1_PoFi-aj/22	Corporate Finance	6	2P+2S	S	Compulsory	BEM_D1n
KEMP-EF/D_1_MLZ-aj/22	Human Resources Management	6	2P+2S	S	Compulsory	BEM_D1n
KEMP-EF/D_1_MO-aj/22	International Trade	5	2P+2S	S	Compulsory	BEM_D1n
KEMP-EF/D_1_Mark-aj/22	Marketing	6	2P+2S	S	Compulsory	BEM_D1n
KFÚ-EF/D_1_Ucto2-aj/22	Accounting 2	5	2P+2C	S	Compulsory	BEM_D1n
KE-EF/D_1_Makro1-aj/22	Macroeconomics 1	6	2P+2S	S	Compulsory	BEM_D1n
KKMaIS-EF/D_1_Matem-aj/22	Mathematics	5	2P+2C	S	Compulsory	BEM_D1n
KOJK-EF/D_1_I.AJ2-aj/22	Foreign Language I - Business English 2	4	2S	S	Compulsory	BEM_D1n
KOJK-EF/D_1_I.AJ4-aj/22	Foreign Language I - Business English 4	4	2S	S	Compulsory	BEM_D1n
KEMP-EF/D_1_KaR-aj/22	Calculations and Budgeting	4	2S	S	Compulsory elective	BEM_D1n
KEMP-EF/D_1_PsZM-aj/22	Case Studies in Management	4	2S	S	Compulsory elective	BEM_D1n
KKMaIS-EF/D_1_DatS-aj/22	Database Systems	4	2S	S	Compulsory elective	BEM_D1n
KVEaRR-EF/D_1_EMvP-aj/22	Environmental Management in Business	4	2S	S	Compulsory elective	BEM_D1n
KE-EF/D_1_PrPr-aj/22	Labour Law	4	2S	S	Compulsory elective	BEM_D1n
KE-EF/D_1_Fil-aj/22	Philosophy	4	2S	S	Compulsory elective	BEM_D1n
KE-EF/D_1_ProfEt-aj/22	Professional Ethics	4	2S	S	Compulsory elective	BEM_D1n
KKMaIS-EF/D_1_DotPr-aj/22	Questionnaire Survey	4	2S	S	Compulsory elective	BEM_D1n
KOJK-EF/D_1_I.AJ6-aj/22	Foreign Language I - Business English 6	4	2S	S	Compulsory elective	BEM_D1n
KOJK-EF/D_1_OK2-aj/22	Business Communication 2 (in English)	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_ET-aj/22	Business Terminology (in English)	3	2S	S	Elective courses	BEM_D1n
KCR-EF/D_1_PsZCR1-aj/22	Case Studies in Tourism 1	3	2S	S	Elective courses	BEM_D1n
KE-EF/D_1_IK-fj/22	Intercultural Communication	3	2S	S	Elective courses	BEM_D1n
DEK EF/D_1_CSMaZ-aj/20	Chinese Ways of Thinking and Living	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_ET-nj/22	Business Terminology (in German)	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_SLF2/22	Slovak for Foreigners 2	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_SLF4/22	Slovak for Foreigners 4	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_II.AJ2/22	Foreign Language II – Business English 2	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_II.AJ4/22	Foreign Language II – Business English 4	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_II.NJ2/22	Foreign Language II – Business German 2	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_II.NJ4/22	Foreign Language II – Business German 4	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_II.RJ2/22	Foreign Language II – Business Russian 2	3	2S	S	Elective courses	BEM_D1n
KOJK-EF/D_1_II.RJ4/22	Foreign Language II – Business Russian 4	3	2S	S	Elective courses	BEM_D1n
FPVaMV	Chinese Language for Beginners II.	3	2S	S	Elective courses	BEM_D1n + FBIVAJ_D2n
FPVaMV	Chinese Language for Beginners IV.	3	2S	S	Elective courses	BEM_D1n + FBIVAJ_D2n
FPVaMV	Chinese Language for Advanced II.	3	2S	S	Elective courses	BEM_D1n + FBIVAJ_D2n
KCR-EF/D_1_ISpCR1-aj/22	Information Systems in Tourism 1	6	2P+2C	S	Compulsory	CR_D1n

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**2022/23**

KFÚ-EF/D_2_FRaRB-aj/22	Financial Management and Regulation of Banks	7	2P+2S	S	Compulsory	FBIvAJ_D2n
KFÚ-EF/D_2_VFaVV-aj/22	Public Finance and Public Choice	7	2P+2S	S	Compulsory	FBIvAJ_D2n
KFÚ-EF/D_2_INV-aj/22	Investment	6	2P+2C	S	Compulsory	FBIvAJ_D2n
KE-EF/D_2_Makro2-aj/22	Macroeconomics 2	5	2P+2S	S	Compulsory	FBIvAJ_D2n
KKMaIS-EF/D_2_EK-aj/22	Econometrics	5	1P+2S	S	Compulsory elective	FBIvAJ_D2n
KKMaIS-EF/D_2_ISvF-aj/22	Information Systems in Finance	5	2P+1S	S	Compulsory elective	FBIvAJ_D2n
KFÚ-EF/D_2_MFM-f-aj/22	International Financial Management	5	2P+1S	S	Compulsory elective	FBIvAJ_D2n
KFÚ-EF/D_2_MaAP-aj/22	Monetary Analysis and Prognosis	5	1P+2S	S	Compulsory elective	FBIvAJ_D2n
KFÚ-EF/D_2_SaMS-aj/22	Standardization and International Standards	5	2P+1S	S	Compulsory elective	FBIvAJ_D2n
KOJK-EF/D_2_KvIPaj/22	Communication Across Cultures	4	2S	S	Elective	FBIvAJ_D2n
KCR-EF/D_2_FT2(TV2)/22	Field Trip 2	8	2S	S	Elective	ERCR_D2n
KOJK-EF/D_2_SLF2/22	Slovak for Foreigners 2	4	2S	S	Elective	FBIvAJ_D2n
KOJK-EF/D_2_SLF4/22	Slovak for Foreigners 4	4	2S	S	Elective	FBIvAJ_D2n
KCR-EF/D_2_CRvEU-aj/22	Tourism in European Union	4	2S	S	Elective	FBIvAJ_D2n
	Tourism Management and Marketing	6	2P+2S	S	Compulsory	ERCR_D2n
KCR-EF/D_2_KaMCR-aj/22	Cultural and Urban Tourism	5	1P+2S	S	Compulsory elective	ERCR_D2n
KCR-EF/D_2_MCM-aj/22	Destination Management	5	1P+2S	S	Compulsory elective	ERCR_D2n
KCR-EF/D_2_SaRPvCR-aj/22	Strategies and Regional Tourism Planning	5	1P+2S	S	Compulsory elective	ERCR_D2n

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**Course Offer - in Foreign Languages**  
**2022/23**

**ANNOTATION – COURSE DESCRIPTION**

<b>Course:</b>	<b>BUSINESS ECONOMICS 1</b>
<b>Annotation</b>	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.
<b>Language</b>	English
<b>Number of Credits</b>	7
<b>Semester</b>	Winter
<b>Lecturer</b>	Ing. Ladislav Klement, PhD., Ing. Vladimíra Klementová, PhD.
<b>Course:</b>	<b>CORPORATE FINANCIAL AND ECONOMIC ANALYSIS 1</b>
<b>Annotation</b>	<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><b>Study Results:</b> 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**  
**Course Offer - in Foreign Languages**  
**2022/23**

	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>	
<b>Course:</b>	<b>FINANCE</b>
<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.</p>

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	International financial institutions.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>INFORMATICS</b>
<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>	
<b>Course:</b>	<b>MANAGEMENT 1</b>
<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, controlling and controlling system of an organization, decision-making



**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	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>	7
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>MICROECONOMICS</b>
<i>Annotation</i>	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 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. Horeháková Mária
<b>Course:</b>	<b>STATISTICS</b>
<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.</p>



**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	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.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	winter
<i>Lecturer</i>	
<b>Course:</b>	<b>INTERNATIONAL ECONOMIC RELATIONS</b>
<i>Annotation</i>	<p>The development of the world economy after World War II. The collapse of the world into two systems. The impact of scientific and technological progress, the state and integration on the global economy, the development and impact of theoretical concepts on the world economy – the two branches of mainstream economics. The impact and importance of alternative concepts.</p> <p>The structure of the world economy. Globalization. International monetary and trading system.</p> <p>The trade policy. Entities world economy. Advanced industrial economies. Developing economies.</p> <p>Centrally regulated and transition economies. Economic integration in Europe, the progress made and challenges for further development.</p>
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>POLITOLOGY</b>
<i>Annotation</i>	<p>Definition of political science as a science. Basic concepts of understanding politics in European political history. Historical development of political thinking. Political power. Basic concepts of the division of power. Horizontal conception of political power and structure of elements of triumvirate. The vertical concept of the division of power and the resulting basic forms of the state. Forms of government and their application in specific political systems. Political system and its elements. Comparative analysis of political systems of selected countries of the European Union. Political parties. Basic</p>

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	models of democracy and principles of real democracy. Interest groups, lobbying. Electoral systems and election theory. International relations and the integration process.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>PSYCHOLOGY</b>
<i>Annotation</i>	Psychology as a science. The importance of the study of psychological disciplines for economists. Economic psychology. Psychology of personality. Personality structure and dynamics, personality traits. Psychological analysis of work activity: work performance, work fatigue, workload, work stress, burnout syndrome. Work motivation - motivational profile of the employee. Personality of a manager - typology. Working group, working team, working group and team leadership. Psychological interpretation of selected economic activities and relationships realized through money (savings, shopping, taxes, donations, sponsorships, games and bets). Psychological methodology and its use in economics.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>LAW</b>
<i>Annotation</i>	Concepts and meaning of law in civil life and in economic relations in private and public sphere. Relation of state and law. Lawmaking and sources of law. Influence of the European law on legal order of the Slovak Republic. Basic concepts and relations of theory of law. System of law, criteria of division. Private and public law. Characteristics of legal sectors and basic legal regulations. Civil law, systematics and relation of civil law to commercial law. Commercial law, definition, systematics, sources. Entities of commercial law, their legal position. Rules of enterprising in private sector, specific features of enterprising in public sector. Obligations in commercial law. Responsibility from obligations. Bodies of law protection and legal services.

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
<b>Course:</b>	<b>ACCOUNTING 1</b>
<i>Annotation</i>	Conceptual framework of financial accounting. Legal regulation of accounting in the Slovak Republic. Testing the application of generally accepted accounting assumptions and principles. The process of keeping financial accounts in a company and institution. Balancing, valuation and reporting of fixed assets. Balancing, valuation, reporting of current assets. Balancing, valuation and reporting of liability items. Balancing, valuation and reporting of equity items.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	winter
<i>Lecturer</i>	
<b>Course:</b>	<b>MATHEMATICS</b>
<i>Annotation</i>	<p>After completion of the course, the student can enlarge their high-school mathematics with basic-level knowledge of limit, differential and integral calculus of the function of one real variable and two real variables, solving the equation systems, learn to understand connections between pieces of acquired knowledge, use the acquired knowledge for study of technical subjects and solving of practical tasks, interpret the task solutions with regard to the studied economic issue, assess the contribution of a partial result for final successful solution of the task, use the acquired knowledge creatively for finding of new, more effective ways of solving theoretical and practical tasks.</p> <p><b>L - Odporúčaná literatúra</b></p> <p>1. Dowling, E.T.: Introduction to Mathematical Economic 2/ed, 1980, McGraw-Hill, ISBN 0-07-017674-4. 2. Harshbarger, R.J., Reynolds, J.J.: Mathematical Applications for Management, Life and Social Sciences, 1989, D.C. Heath and Company, ISBN 0-669-16263-9. 3. Ostaszewski, A.:</p>

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	Mathematics in Economics. Oxford: Blackwell Publishers, 1995. ISBN 0-631-18056-7. 4. Thomas, G. B. , JR., Finney, R. L.: Calculus and Analytic Geometry, 7th edition, Addison-Wesley Publishing Company, 1990, ISBN 0-201-16320-9.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>ACCOUNTING 2</b>
<i>Annotation</i>	Reporting and presentation of costs, revenues, profit or loss. Balancing and reporting of specific events and transactions within the company's financial statements. Structure and content of the company's financial statements. Distribution of the economic result in the enterprise. Simple accounting system. Accounting system of the Slovak Republic versus internationalization of accounting.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>BUSINESS ECONOMICS 2</b>
<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>	7
<i>Semester</i>	Summer
<i>Lecturer</i>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>INTERNATIONAL TRADE</b>
<b>Annotation</b>	<p>After completion of the course, the student can: 1 The ability to scan, process and analyse information about international and foreign trade from various sources, 2 controls the process of foreign trade operations, export and import, knows the conditions of international transportation and international trade terms Incoterms 3 applied methods and techniques for analysing foreign market 4 is able to communicate its conclusions, supported by knowledgeable experts both clearly and unequivocally, 5 assess the most appropriate form of entry into a foreign market for a specific undertaking, 6 evaluates the potential risks arising from the activities of foreign business 7 establish a baseline analysis of foreign markets for a particular product.</p> <p><b>Literature:</b></p> <p>1. BALÁŽ, P. 2010. Medzinárodné podnikanie. Bratislava: Sprint dva, 2010 2. KALÍNSKÁ, E. 2010. Medzinárodný obchod v 21. storočí. Praha: Grada, 2010 3. MACHKOVÁ, H. 2009. Medzinárodný marketing. Praha: Grada, 2009 4. REUVID, J. a kol. 2011. International trade. London: Kogan Page Limited, 2011 5. SVATOŠ, M. a kol. 2009. Zahraničný obchod teorie a praxe. Praha: Grada, 2009</p> <p>120 Combined form (Lecture, Seminar, Consultation): 39 self-study: 40 preparation of the project: 41</p>
<b>Language</b>	English
<b>Number of Credits</b>	5
<b>Semester</b>	Summer
<b>Lecturer</b>	
<b>Course:</b>	<b>CORPORATE FINANCE</b>
<b>Annotation</b>	<p>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</p>

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	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>	
<b>Course:</b>	<b>LABOUR LAW</b>
<i>Annotation</i>	Labour law as an independent legal branch of the legal order of the Slovak Republic. The influence of international agreements and European law on labour relations in the Slovak Republic. Principles of labour law. Basic sources of labour law in private and public sectors, their systematics and content orientation. The position of citizens in implementation of right to work. Labour relation, commencement, changes and termination of employment. Rights, duties and responsibility of employee and employer in labour and legal relations. Interdict of discrimination. Collective labour and legal relations. Employment protection.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>ENVIRONMENTAL MANAGEMENT IN BUSINESS</b>
<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>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>HUMAN RESOURCES MANAGEMENT</b>
<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 activities. Work evaluation. Personnel controlling. Employee relations. Employee care
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>PROFESSIONAL ETHICS</b>
<i>Annotation</i>	Genealogy of key terms - ethics, morality, etiquette, netiquette, values, value orientation, norms, standards. Genesis of the origin of ethical imperatives. Diversity of applied ethics. Professional ethics as a theoretical foundation of professions. Standardization of professional behavior. Structure of professionalism - KSA model. Professionalism as a unity of expertise and morality. Professional ethical competencies. Forms of social behavior and models of ethical decision making. Typology of ethical conflicts.
<i>Number of Credits</i>	4
<i>Semester</i>	Summer
<i>Teacher</i>	
<b>Course:</b>	<b>MACROECONOMICS 1</b>
<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.



**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>MARKETING</b>
<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>	6
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>MANAGERIAL ACCOUNTING</b>
<i>Annotation</i>	Relationship between managerial, cost and financial accounting. Use of cost information in internal management. Organization and ways of displaying accounting information in cost accounting. Responsible accounting. Internal prices. Internal accounting. Enterprise calculation system and performance line management. Planning and budgeting.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Winter
<b>Course:</b>	<b>QUANTITATIVE METHODS IN FINANCE</b>
<i>Annotation</i>	1. Infinite series (infinite series and its sum, arithmetic and geometric infinite series, convergence criteria of infinite series). 2. Taylor development of the function of one variable and several variables and its application in

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	finance. 3. Fundamentals of linear algebra (matrix calculus, inverse matrix, determinant of square matrix, quadratic forms and finiteness of square matrix, eigenvalues and Jordan decomposition of square matrix, Cholesky decomposition of positive definite matrix) and its statistical applications in finance. 4. Mathematical programming and its use in economics (neoclassical theory of households, neoclassical theory of the company, theory of comparative advantages, Giffen's paradox, model of portfolio selection). 5. Basics of linear programming (general formulation of a linear optimization problem, properties of solutions of linear optimization problems, duality in linear optimization, economic significance of duality). 6. Introduction to packaging data analysis (basic models and additive model in input and output orientation with respect to various properties of production technology, Tone's SBM model and its variations) and its use in the field of production economics.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>STRATEGIC AND PROJECT MANAGEMENT</b>
<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>	5
<i>Semester</i>	Winter
<i>Lecturer</i>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>TAXATION AND TAX ADMINISTRATION</b>
<i>Annotation</i>	Genesis of tax theories, basic principles of taxation. Taxation and efficiency, taxation costs. The impact of taxes on labor, savings, risky business. Horizontal and vertical fairness of taxation. Tax fairness criteria, tax redistribution. Taxation and neutrality. Optimal taxation. Macroeconomic and ecological aspects of taxation. Tax evasion. Tax policy and tax reforms. Introduction to tax administration. Tax Administration of the Slovak Republic. Modern tax administrations and their functioning. Perspectives of tax administration development and management reform. International aspects of taxation. Harmonization of tax systems in the conditions of the European integration process.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>INFORMATION SYSTEMS IN FINANCE</b>
<i>Annotation</i>	Brief outline of the course: Introduction to management information systems in finance, and their basic terminology. Transactional and analytical information systems, their common properties and differences. Relationships between transactional information systems (enterprise resource planning), management information systems and business intelligence. Management information systems models. Multi-dimensional databases and database models. Data warehouses and data marts, their architecture and importance for decision making. Sources of data and information for management information systems. Online Analytical Processing (OLAP). The Structured Query Language (SQL) and its commands (both of Data Definition Language and Data Manipulation Language), and their use with real databases. Business Intelligence (BI) and Data Mining. Developing and implementing business information systems. Security management of information systems.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Summer
<b>Course:</b>	<b>INTERNATIONALL FINANCIAL MANAGEMENT</b>
<i>Annotation</i>	International financial environment. International companies and their international activities. Raising financial resources and capital structure.

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	Internationalization of the cost of capital. Market liquidity and market segmentation. Multinational companies and the securitization process. Decision - making on foreign investment. Corporate strategy and foreign investment. Political risk. Measuring and managing political risk at the macro and micro levels. Working capital management. Steps in the process of managing international working capital. International cash management. Transfer pricing. International inventory and receivables management. Taxation of international companies. Tax havens and offshore business. Hedging risk. Implementation of international payments.
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Summer
<b>Course:</b>	<b>MACROECONOMICS 2</b>
<i>Annotation</i>	Missing at the moment
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Summer
<b>Course:</b>	<b>CULTURAL AND URBAN TOURISM</b>
<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
<i>Language</i>	English
<i>Number of Credits</i>	5
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>DESTINATION MANAGEMENT</b>
<i>Annotation</i>	The course deals with the concept of „destination“ as the competitive unit and crystallisation point of the tourism offer in incoming tourism. Students

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	<p>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>	
<b>Course:</b>	<b>STRATEGIES AND REGIONAL TOURISM PLANNING</b>
<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
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>TOURISM MANAGEMENT AND MARKETING</b>
<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</p>

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	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.
<i>Language</i>	English
<i>Number of Credits</i>	6
<i>semester</i>	Summer
<i>Lecturer</i>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>BUSINESS COMMUNICATION 1</b>
<i>Annotation</i>	Communication is the basis for business. Companies and organizations have their own internal communication and communication with various business partners, including consumers, investors, other companies and the media. The subject Business Communication is focused on acquiring practical skills that the student will use effectively in practice. The content of the course combines academic theories with practical applications. The aim of the course is to develop business communication competencies in various areas of business, business correspondence, interpersonal skills that can be used in personal and professional life through role-playing, simulation exercises.
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	Winter
<b>Course:</b>	<b>BUSINESS COMMUNICATION 2</b>
<i>Annotation</i>	Communication as a basis for cooperation. Cooperation between partners - negotiating, arguing, listening to partners (empathy), solving problems and making compromises. The basic form of work on the subject is team work on a project, where students practically try out communication skills (soft skills), work with resources, evaluation and selection of credible and relevant resources for project processing. The emphasis will be on building an assertive relationship between partners, the ability to listen to them and respond
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	Summer
<b>Course:</b>	<b>BUSINESS GRAPHICS</b>
<i>Annotation</i>	Design basics - contrast - repetition - alignment - distance - fonts - colors Graphic formats - Raster graphics o Resolution and color depth o Uncompressed graphics o Compressed graphics - Vector graphics Applications for creating and editing vector and raster graphics, graphics conversion - Inkscape, Corel Draw , Google Draw - Photopea, IrfanView, Canva
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	



**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>BUSINESS TERMINOLOGY</b>
<i>Annotation</i>	The aim of the seminars is to implement theoretical knowledge in the field of marketing, management, finance and banking on a practical level by working with professional texts from various sources that reflect current events, developments and changes in the target countries. Work with professional texts is focused on acquiring new vocabulary (terminology, terminological connections and terminological neologisms) and developing students' language skills in working with professional texts in a specific context so that students can actively use the acquired expertise and cooperate with practitioners.
<i>Language</i>	German
<i>Number of Credits</i>	3
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>CHINESE WAYS OF THINKING AND LIVING</b>
<i>Annotation</i>	<p>The student upon successful completion of this course, will be able to: 1. Understand some basic and essential aspects of the Chinese culture. 2. Avoid some common taboos in the Chinese culture. 3. Develop basic Chinese cultural learning and communication strategies and have preliminary cross-cultural consciousness. 4. Get improved in their cross-cultural communication skills with the Chinese.</p> <p><b>LITERATURE TO STUDY:</b></p> <p>1. Dan Sperber, Deirdre Wilson, Relevance: Communication and Cognition 2. Dan Sperber, Explaining Culture 3. Geert Hofstede, Culture's Consequences</p> <p>90 hours Combined form (Lecture, Seminar, Consultation): Self-study: 26  Preparation of partial outcomes: 24 Preparation for final exam: 40</p> <p><b>MAIN TOPICS:</b></p> <p>East or West, Which is Best? The Golden Mean. This is My Family. Writing with brush? The Temple of Heaven. Music: Ancient and Pop. Chinese Opera. Tea or Coffee. Cheers! To Your Health! Folk Arts: Paper-cutting/Chinese Knots. Am I a Dragon or a Snake? QR My Life. Chinese on the Global Stage</p>
<i>Language</i>	Chinese/ English
<i>Number of Credits</i>	3
<i>Semester</i>	Summer

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<i>Lecturer</i>	Chinese native speakers/teachers
<b>Course:</b>	<b>INTERCULTURAL RELATIONS IN BUSINESS</b>
<i>Annotation</i>	Study of culture on the examples of English-speaking countries, Slovakia and other selected cultures. Topics: The influence of culture and globalization on economic practice, the basics of intercultural communication, the position of English in international communication. Approaches to solving intercultural differences in business practice. Comparison of other cultural communities with their national cultural identity. Cultural diversity in the work environment and its management. Typology of cultures, cultural values, cultural identity, corporate culture, managerial styles in individual cultures and multicultural society. Problem solving using model situations (videos with case studies).
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	
<b>Course:</b>	<b>INTRODUCTION TO MATHEMATICS</b>
<i>Annotation</i>	
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	winter
<i>Lecturer</i>	
<b>Course:</b>	<b>COMMUNICATION ACROSS CULTURES</b>
<i>Annotation</i>	Communicative competences of mutual cooperation in public administration at the European, national, regional and local levels. The concept of intercultural communication, types of culture. Barriers to intercultural communication: stereotypes, prejudices, cultural expectations, different perceptions and attitudes, culture shock and its phases. Awareness of one's own cultural identity and values, adjustment of critical attitudes and comparison of the values of different nations, ethnic groups and language communities. The role of verbal and nonverbal communication in intercultural relations. Mentality, thinking and behavior of representatives of different nations and their impact on personal and professional relationships. Psychology of intercultural relations. Recognition and resolution of critical incidents based on cultural dimensions. National identity and respect for differences between cultures and subcultures. Intercultural management in business practice .

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>THEORY OF CONSUMER BEHAVIOUR</b>
<i>Annotation</i>	Methods and tools of economic analysis. The theory of rational consumer choice. Consumers' preferences. Use of utility function. Indifference analysis, optimal consumer choice. Individual and market demand, elasticity of demand. Consumer choice under risk.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Winter
<b>Course:</b>	<b>TOURISM IN EUROPEAN UNION</b>
<i>Annotation</i>	1. International organizations ensuring the development of tourism in the European Union 2. Peculiarities of tourism development in the European Union. 3. Current state, trends and perspectives of tourism development in the European Union. 4. Europeans' preferences for participation in tourism and trends in consumer behavior. 5. Cross-border cooperation in tourism in the European Union. 6. Organization and policy of tourism in northern Europe. 7. Organization and policy of tourism in Western Europe. 8. Organization and policy of tourism in Central Europe. 9. Organization and policy of tourism in southern Europe. 10. Organization and policy of tourism in Eastern Europe.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Summer
<b>Course:</b>	<b>CHINESE LANGUAGE – BEGINNERS I.</b>
<i>Annotation</i>	
<i>Language</i>	Chinese/English
<i>Number of Credits</i>	3
<i>Semester</i>	Winter

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<i>Teacher</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE I - BUSINESS English 1</b>
<i>Annotation</i>	University study system and basic information about UMB and its faculties. Faculty of Economics and its study programs. Company structure and organization. Basics of management, tasks of a manager. Developing basic presentation and communication skills in the work of a manager. Forms of motivation and motivational factors in working with subordinates. Cultural specifics in the management of a company with foreign participation. Division of countries into basic cultural units. At least B2 level required.
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Winter
<i>Teacher</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE I - BUSINESS English 2</b>
<i>Annotation</i>	Human resources management. The process of hiring in the company. Applying for a job. Elaboration of CV and motivation letter. Preparing for a job interview. Training of communication skills within a job interview. Equal opportunities. Labor relations, dismissal of employees. Development trends in sectors of the economy. Supplier-customer relationships. Basics of business correspondence .
<i>Language</i>	English
<i>Number of Credits</i>	4
<i>Semester</i>	Summer
<b>Course:</b>	<b>FOREIGN LANGUAGE I - BUSINESS English 3</b>
<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 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>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>FOREIGN LANGUAGE I - BUSINESS English 4</b>
<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>	
<b>Course:</b>	<b>FOREIGN LANGUAGE I - BUSINESS English 5</b>
<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>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS English 1</b>
<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 at work manager.
<i>Language</i>	English
<i>Number of Credits</i>	3
<i>Semester</i>	Winter
<i>Lecturer</i>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS English 2</b>
<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>	3
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS English 3</b>
<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>	3
<i>Semester</i>	winter
<i>Lecturer</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS English 4</b>
<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>	English
<i>Number of Credits</i>	3
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS Russian 1</b>
<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

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<i>Language</i>	Russian
<i>Number of Credits</i>	3
<i>Semester</i>	Winter
<i>Lecturer</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS Russian 2</b>
<i>Annotation</i>	Recruitment process. Job application, job interview. Equal opportunities in terms of gender, age, race, and so on. Ads and business databases. Termination of employment. Basics of business correspondence - Writing motivation sheet and CV
<i>Language</i>	Russian
<i>Number of Credits</i>	3
<i>Semester</i>	Summer
<i>Lecturer</i>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS German 1</b>
<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>	
<b>Course:</b>	<b>FOREIGN LANGUAGE II - BUSINESS German 2</b>
<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>	3
<i>Semester</i>	Summer
<i>Lecturer</i>	



**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b><i>SLOVAK LANGUAGE FOF FOREIGNERS - beginners</i></b>
<b>Annotation</b>	Meeting people - Greetings, Introducing yourself and each to other; Activities, Daily routine, Part of days, Days, Seasons; Shopping - Numbers, Time; Where are you going? - Making arrangements,  Visiting people, Invitations; My free time - Weekend, Traveling; Simple vocabulary of every-day communication.
<b>Language</b>	SLOVAK - ENGLISH
<b>Number of Credits</b>	3
<b>Semester</b>	Winter
<b>Lecturer</b>	
<b>Course:</b>	<b><i>SLOVAK LANGUAGE FOF FOREIGNERS - beginners</i></b>
<b>Annotation</b>	Meeting people - Greetings, Introducing yourself and each to other; Activities, Daily routine, Part of days, Days, Seasons; Shopping - Numbers, Time; Where are you going? - Making arrangements,  Visiting people, Invitations; My free time - Weekend, Traveling; Simple vocabulary of every-day communication.
<b>Language</b>	SLOVAK - ENGLISH
<b>Number of Credits</b>	3
<b>Semester</b>	Summer
<b>Lecturer</b>	
<b>Course:</b>	<b><i>SLOVAK LANGUAGE FOF FOREIGNERS - advanced</i></b>
<b>Annotation</b>	Family – possessive pronouns; Hobbies, free time activities (Sport, Books, Going in to the Theatre or Cinema, Disco etc.); Likes and Dislikes, In the Restaurant, at the Café; My country and my town;  Basic vocabulary of periodicals – newspapers and magazines
<b>Language</b>	SLOVAK - ENGLISH
<b>Number of Credits</b>	4
<b>Semester</b>	Winter
<b>Lecturer</b>	

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

<b>Course:</b>	<b>SLOVAK LANGUAGE FOR FOREIGNERS - advanced</b>
<b>Annotation</b>	<p>Family – possessive pronouns; Hobbies, free time activities (Sport, Books, Going in to the Theatre or Cinema, Disco etc.); Likes and Dislikes, In the Restaurant, at the Café; My country and my town;</p> <p>Basic vocabulary of periodicals – newspapers and magazines</p>
<b>Language</b>	SLOVAK - ENGLISH
<b>Number of Credits</b>	4
<b>Semester</b>	Summer
<b>Lecturer</b>	
<b>Course:</b>	<b>GLOBAL ENCOUNTERS IN LOCAL SETTINGS</b>
<b>Annotation</b>	<p><b>Course completion conditions:</b></p> <p>The learning process and outcomes will be monitored and evaluated through continuous reflection connected with planning, realization and evaluation of the practical activity.</p> <p><b>Continuous assessment:</b></p> <ul style="list-style-type: none"> <li>- Engagement in the project, activity log and critical reflection journal entries (maximum 60 points)</li> <li>- Presenting a final report, participation at the joint evaluation of activities (maximum 40 points).</li> </ul> <p><b>Overall course assessment:</b></p> <p>During the semester, the student shall participate in activities, write a reflective journal, and at the end of the semester prepare and present a final report and participate in a joint evaluation of activities. The students have to obtain minimum 65% in each component of the continuous assessment to get the credits.</p>
<b>Language - ENGLISH</b>	<p><b>The objectives of the course:</b></p> <p>The intention of the course is to introduce students to service learning, develop their generic (transferable) skills like teamwork, project management, interacting with community, reflection as academic practice, build their cultural and interpersonal competencies; to induce understanding of some aspects of intercultural communication so that students will gain awareness of intercultural competence and insights into other global topics depending on their specialization.</p> <p>Participation in this will contribute to development of student's generic/transversal skills, namely the following:</p> <ul style="list-style-type: none"> <li>- Plurilingual and Intercultural competence (working in international teams)</li> </ul>

**FACULTY OF ECONOMICS**  
**MATEJ BEL UNIVERSITY IN BANSKÁ BYSTRICA**  
**Course Offer - in Foreign Languages**  
**2022/23**

	<ul style="list-style-type: none"> <li>- Problem solving and Team-work</li> <li>- Interpersonal and other Social competences</li> <li>- Improved social interaction and communication skills-Increased willingness to take risks and seek challenges</li> <li>- Leadership development skills</li> <li>- Time management and Planning</li> <li>- Critical and reflective thinking</li> <li>- Active citizenship</li> </ul> <p>These objectives will be achieved through cooperative activities carried out in international teams by Slovak and foreign UMB students (Erasmus+ and other projects). The succes of these team activities are only feasible based on the interaction of the different languages and cultures that the participating students represent.</p>
<i>Number of Credits</i>	<i>5, the course will be taught in blocks, based on agreement among teachers and applied students</i>
<i>Semester</i>	Winter + Summer (both the same content)
<i>Lecturer</i>	Prof. Hanesova