

COURSE DESCRIPTION

FIELD OF STUDY
ECONOMICS AND MANAGEMENT

ENGINEERING STUDY PROGRAM
ECONOMICS AND MANAGEMENT IN BUSINESS ENTREPRENEURSHIP

Compulsory courses

KEMM/CONe/19
KEMM/PMAe/19
KEMM/FIMe/19
KEMM/KMAe/19
KEMM/TPRe/19
COJP/MKA1e/19
COJP/MKN1e/19
COJP/MKR1e/19
KEMM/SMAe/19
KEMM/MMPe/19
KEMM/KEPe/19
KEMM/OMeS/19
KEMM/DPIe/19
COJP/MKA2e/19
COJP/MKN2e/19
COJP/MKR2e/19
KEMM/MKYe/19
KEMM/OMPe/19
KEMM/FAPe/19
KEMM/PR1e/19
KEMM/DPIIe/19
KEMM/PRMe/19
KEMM/DSEe/19
COJP/MKASe/19
COJP/MKNSe/19
COJP/MKRSe/19
KEMM/EOPSe/19
KEMM/MOPSe/19
KEMM/DIPe/19

Elective courses

KEMM/KTMe/19
KEMM/EPRe/19
COJP/MKA3e/19
COJP/MKN3e/19
COJP/MKR3e/19
KEMM/OPMe/19
KEMM/M1e/24
KEMM/OCPe/19

Controlling

Project management

Financial management

Commercial marketing

Team project

Management communication in English I.

Management communication in German I.

Management communication in Russian I.

Strategic management

International management and business

Creative economy and business

Market strategies

Graduation project I.

Management communication in English II.

Management communication in German II.

Management communication in Russian II.

Management of quality

Organization of managerial work

Financial analysis and financial planning

Business risk

Graduation project II.

Process management

Diploma seminar

Management communication in English (final state exam subject)

Management communication in German (final state exam subject)

Management communication in Russian (final state exam subject)

Economics in the field of entrepreneurship (final state exam subject)

Management and marketing in business (final state exam subject)

Diploma Thesis

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/CONe/19	Course title: Controlling (compulsory, profile)
Type, scope and method of educational activities: lecture/consultation 0/12 per semester distance	
Number of credits: 6	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SP. Credits will not be awarded to a student who does not meet the required criteria. The final assessment consists of the results obtained in the intermediate assessment. During the semester, the student works on a project assigned to him or agreed with the teacher. The project is evaluated with 3 points out of 6, i.e. 50%. After the end of the semester, the student takes an oral exam in the form of a presentation and defense of the project. Part of the final grade is also a written or oral exam on the theoretical concepts of the subject. Based on the assessment of the written exam and the defense of the project itself, the student receives a grade for the entire exam. The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will receive a complete system of information about the role of controlling in the decision-making process, how to improve the economic management of a company, how to solve a management information system and manage the entire company with information. In the second part, he will get an overview and learn how to use the methods of communicating the reasons for changes in the company. practical skills in conducting financial and economic analysis in companies and their application in the company's information system.	
Acquired knowledge The student will receive a complete system of information about the role of controlling in the decision-making process, how to improve the economic management of the company, how to solve the management information system and manage the entire company with information. Can describe the flow of accounting documents in relation to controlling processes and can explain the principles of financial management and controlling.	
Acquired skills The student receives an overview and learns how to use methods of informing about the reasons for changes in the company, has practical skills in conducting financial and economic analysis in companies and their application in the company information system. The student is able to perform financial analysis, calculations and evaluation of economic indicators, economic balances.	
Acquired competences	

He has the ability to independently solve and analyze problems and be responsible for his decisions. The student should obtain basic information about the role and behavior of the main economic actors of the market - households and enterprises.

Course content:

Control as a managerial function, different views on control
 Controlling as a response to the shortcomings of management with "feedback"
 Tasks and position of controlling in organizations (in our country and in the world)
 Strategic and operational level of controlling
 Analysis and analysis of financial statements for the needs of managerial decision-making (ex-ante analysis). Analysis of the external environment, competition (sources of information, CI)
 Management accounting, budgeting (cost control, calculations, ABM, Beyond Budgeting).
 Reporting and MIS to support management (data mining, OLAP, BI)

Recommended literature:

ŠATANOVÁ, A. a kol. 2010. Kontroľing. Zvolen : Technická univerzita vo Zvolene, 2010. 115 s. ISBN 978-80-228-2132-2.
 ESCHENBACH, R. Controlling. Praha: Codex, 2000. 812 s. ISBN 80-85963-86-8.
 Horváth&Partners: Nová koncepcie controllingu, Profess Consulting, 2004
 KUTÁČ, J., JANOVSÁ, J. (2012) Podnikový controlling. (Učebný text). Ostrava: VŠB TU Ostrava, 2012. 155 s. ISBN 978-80-248-2593-9 el. zdroj: <https://docplayer.cz/1057778-Podnikovy-controlling.html>
 SEDLIAČIKOVÁ, M., ŠATANOVÁ, A., FOLTÍNOVÁ, A. 2012. Finančný controlling v teórii a praxi malých a stredných podnikov. In. Ekonomický časopis/Journal of Economics. Vol. 60, No. 9 (2012), p. 949-966. ISSN 0013-3035.
 ŠATANOVÁ, A., POTKÁNY, M. 2004. Controlling – moderný nástroj riadenia podniku. In. Ekonomický časopis. 2004, Roč. 52, č. 2, s. 148-165. ISSN 0013-3035.
 ŠATANOVÁ, A., MOKRIŠOVÁ, V. 2020. Manažérstvo kvality, Vysokoškolská učebnica, Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2020. 416 s., ISBN 978-80-89372-8 EAN 97880893732881.
 Šatanová, A., Sedláková, I. 2019. Controlling. Vysokoškolská učebnica, Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, vydavateľstvo Michal Vaško, 2019. 289 s., ISBN 978-80-89372-76-8, EAN 9788089372812.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 180 hours
 Combined training: 50 hours
 Analysis of learning portals and applications: 60 hours
 Self study: 80 hours

Course evaluation:

Total number of evaluated students: 28

A	B	C	D	E	FX
0 %	10,71 %	7,14 %	32,14 %	46,43 %	3,57 %

Lecturers: prof. Ing. Anna Šatanová, CSc.; Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PMAe/19	Course title: Project management (compulsory, profile)
Type, scope and method of educational activities: lecture/consultation 0/12 per semester distance	
Number of credits: 5	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. During the semester, the student works on a project assigned to him or agreed with the teacher. The project is evaluated with 2 points out of 5, i.e. 40%. After the end of the semester, the student takes an oral exam in the form of a presentation and defense of the project. Part of the final grade is also a written exam on the theoretical concepts of the subject. Based on the assessment of the written or oral exam and the defense of the project itself, the student receives a grade for the entire exam. The final assessment consists of the results obtained in the intermediate assessment. The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: After completing the course, the student will have knowledge in the field of project management, its content, scope and use in companies, existing standards and project management methodologies. The student will understand the project management process, will be able to apply operational analysis methods in the selection, planning, implementation and control of projects, project management methods and tools (logical structure method, earned value method and others), selected metrics and key indicators for project evaluation. The student will acquire skills in planning and implementing projects. The student will have proven skills in the use of project management methods and tools.	
Acquired knowledge The student acquires knowledge in the field of orientation while analyzing modern methods of project management. To become familiar with the knowledge related to the management problem in creating and managing projects. The student will have knowledge related to phases, indicators and decision factors in business management. He also acquires knowledge regarding the relationship between the quality of project management inputs and project implementation.	
Acquired skills The student will acquire the skills necessary to achieve the ability to distinguish between different levels of importance in making project management decisions. He will also have the skills that are necessary when implementing various elements of business issues in his or another company in crisis situations or creating new projects. Acquired skills can contribute, for example, to the ability to perfectly manage the company.	

Acquired competences

Acquired transferable competencies include the ability to make autonomous decisions in company crisis management dilemmas, including company economic management skills, the ability to decide what space to leave when creating a project, for the personal choice of those directly affected by the project. Direct competency-based influence includes the ability to provide some forms of creating projects on a given topic. The student will strengthen his decision-making competencies, assertiveness, the ability to work in a value-unorthodox environment of any company.

Course content:

Project, project management - basic concepts, standards and project management methodologies.

Project Life Cycle – Project life cycle models.

Project management cycle: project identification, evaluation and selection (internal and external environment analysis, feasibility study, project selection models and methods), project launch, project planning, recognition of project risks and their causes, project implementation, project control and monitoring. project evaluation metrics and indicators, project completion.

Organization of the project (organizational structure of the project, project team, project communication).

Innovative and customer-oriented projects in industrial enterprises.

Project sustainability.

Progressive methods of project management.

Recommended literature:

MAJTÁN, M. (2009) Projektový manažment. Bratislava: Sprint2, 2009. 299 s. ISBN 978-80-89393-0-53

HRABLIK CHOVANOVÁ, H. – ŠUJANOVÁ, J. Vyššie formy projektového manažmentu. Trnava: AlumniPress, 2009. 98 s. ISBN 978-80-8096-105-3.

SVOZILOVÁ, A. Projektový management. Praha: Grada Publishing, 2006. 353 s. ISBN 80-247-1501-5.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 150 hours

Combined training: 50 hours

Analysis of learning portals and applications: 30 hours

Self study: 70 hours

Course evaluation:

Total number of evaluated students: 28

A	B	C	D	E	FX
10,71 %	10,71 %	10,71 %	21,43 %	39,29 %	7,14 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/FIMe/19	Course title: Financial management (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 5	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final assessment consists of the results obtained in the intermediate assessment. Submission conditions: semester work: 30 points, written or oral exam: 70 points. The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Familiarization of students with topical theoretical and practical problems of financial management in a market economy. The emphasis is on new financing instruments in connection with the development of the money, capital and foreign exchange markets, the use of methods for assessing the profitability and efficiency of investment projects, methods for determining the need for working capital, calculating the cost of own and foreign capital, optimizing the capital structure, quantifying profitability, risk and intrinsic value of stocks and bonds, portfolio structure optimization and CAPM model.	
Acquired knowledge The student acquires knowledge in the field of orientation while analyzing modern methods of project management. To become familiar with the knowledge related to the management problem in creating and managing projects. The student will have knowledge related to phases, indicators and decision factors in business management. He also acquires knowledge regarding the relationship between the quality of project management inputs and project implementation.	
Acquired skills The student will acquire the skills necessary to achieve the ability to distinguish between different levels of importance in making project management decisions. He will also have the skills that are necessary when implementing various elements of business issues in his or another company in crisis situations or creating new projects. Acquired skills can contribute, for example, to the ability to perfectly manage the company.	
Acquired competences Acquired transferable competencies include the ability to make autonomous decisions in company crisis management dilemmas, including company economic management skills, the ability to decide what space to leave when creating a project, for the personal choice of those	

directly affected by the project. Direct competency-based influence includes the ability to provide some forms of creating projects on a given topic. The student will strengthen his decision-making competencies, assertiveness, the ability to work in a value-unorthodox environment of any company.

Course content:

Introduction to the problem of financial management of business entities.

The content and objectives of financial management, the system of financial management of the enterprise.

Management of capital investments in long-term assets.

Selected issues of working capital management.

Optimization of the company's capital structure.

Investment, profit distribution and dividend policy of the company.

Financial markets as a source of corporate capital // Financial investments and portfolio theory.

Quantitative methods for assessing the economic efficiency of investments.

Valuation of securities and the CAPM model.

Recommended literature:

KRÁĽOVIČ, J. – VLACHYNSKÝ, K.: Finančný manažment. 3. preprac. a dopl. vydanie. Bratislava : IURA EDITION 2011, ISBN 978-80-8078-356-3.

VALACH, J.: Investiční rozhodování a dlouhodobé financování. Praha : Ekopress, 2006.

BRIGHAM, E. F. – DAVES, P. R.: Intermediate Financial Management. New York : South-Western College Pub. 2012, ISBN 978-111-1530-266.

BREALEY, R. A. – MYERS, S. C.: Teorie a praxe firemních financí. Praha : Computer Press 2000, ISBN 80-7226-189-4.

CISKO, Š. – KLIŠTIK, T.: Finančný manažment podniku II. Žilina : Edis, 2013, ISBN 978-80-5540-684-8.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 150 hours

Combined training: 50 hours

Analysis of learning portals and applications: 30 hours

Self study: 70 hours

Course evaluation:

Total number of evaluated students: 28

A	B	C	D	E	FX
25,0 %	7,14 %	25,0 %	28,57 %	14,29 %	0 %

Lecturers: Ing. Jozef Adamko, PhD.

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/KMAe/19	Course title: Commercial marketing (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 5	
Recommended semester: 1.	
Cycle of study: 2.	
Conditional items:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The evaluation method consists of: written or oral exam: 60 %, presentation and defense of the selected assignment: 40 %. The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Upon successful completion, students will be able to understand the structure and functioning of a communications agency, as well as the components of communication that influence the development and positioning of brands and products. They get acquainted with the activities of commercial and non-profit organizations and their image. They understand the communication process of individual actors from assignment to strategy creation, media selection, creative solution, production and implementation, including evaluating the effectiveness of individual advertising campaigns. Finally, they will be able to apply the acquired knowledge in a case with a real task for the commercial and non-commercial sector.	
Acquired knowledge The student will gain knowledge related to advertising and its mission, measuring its effectiveness, as well as other communication tools in the online space (social networks and brand building). He will become familiar with the work of an advertising agency, communication agency, creating a communication strategy, producing events through case studies and demonstrations of communication strategies and campaigns. He will acquire the necessary knowledge in the field of social marketing, its financing (fundraising), as well as knowledge in the field of social responsibility.	
Acquired skills The student masters the structure and functioning of a communication agency and the components of communication that affect the development and positioning of brands and products. He is able to evaluate the activities of commercial and non-commercial entities and understands the process of communication of individual entities from assignment to strategy creation, media selection, creative solutions, production and distribution, including the evaluation of the effectiveness of individual advertising campaigns. He can apply the acquired knowledge in a case with a real task for the commercial and non-commercial sector.	
Acquired competences	

The student is competent, especially in a crisis-affected period, to apply his competencies in various companies oriented both to production and sales. Use them mainly in the field of cost reduction, replace more expensive communication channels with cheaper ones, try to achieve better results by shifting money from advertising to public relations, discard products that do not interest customers, delay the development of new products and projects, while having the opportunity to use their creative suggestions and recommendations to increase the profitability of companies.

Course content:

Communication, communication agency, advertising, advertising agency.
Creativity and media, advertising campaign. Creation of a communication strategy, creative brief.
Brand creation. Target group, advertising effectiveness and its measurement.
Production of events and promotions. Economic aspects of production.
Case studies, case studies and demonstrations of communication strategies and campaigns.
Social marketing, its mission, tools and specifics.
Advertising agency and social marketing, financing of social campaigns, fundraising.
Online communication, social networks, brand building.
Corporate social responsibility and its content.

Recommended literature:

BEAL, B. 2013. Corporate Social Responsibility, SAGE Publications.
HVIŽDOVÁ, E. JR.; J. LANGOVÁ; E. HVIŽDOVÁ. 2015. Vision of the marketing management of NPOs in the European context interviewed of the renewed experts on the issue. 1. vyd. – Mainz : Logophon Verlag GmbH. ISBN 978-3-936172-32-4.
HVIŽDOVÁ, E., 2021. Komerčný marketing. Prešov: VŠ Medzinárodného podnikania ISM Slovakia v Prešove. ISBN 978-80-89372-89-8. BEAL, B. 2013. Corporate Social Responsibility, SAGE Publications.
KAPFERER, JEAN-NOËL. 2012. The New Strategic Brand Management. ISBN 9780749465155.
KOTLER, P., N. R. Lee . 2011. Social Marketing, SAGE Publications.
KOTLER, P., 2007. Moderní marketing. Praha: Grada Publishing. ISBN 8024715452
SARGEANT, A., 2009. Marketing Management for Nonprofit Organizations, Oxford U.Press.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 150 hours
Combined training: 40 hours
Analysis of learning portals and applications: 20 hours
Work on the case study: 20 hours
Self study: 50 hours

Course evaluation:

Total number of evaluated students: 28

A	B	C	D	E	FX
25,0 %	3,57 %	25,0 %	25,0 %	21,43 %	0 %

Vyučující: Doc. Ing. Jaromír Vrbka, PhD.; PhDr. Ing. Eva Hvizdová, PhD., university associate professor

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/TPRe/19	Course title: Team project (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 3	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Closing conditions: proposal evaluation, specification, product design, final product, presentation, award of credit being evaluated. The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The learning outcomes are preparing students to work collaboratively on large-scale projects. The result is also the ability to work in a team, demonstrate the ability to understand each other, share tasks, create a product (part of it) that is understandable and modifiable for others. The demonstration of these abilities is the creation of an integrated product - the result of a design solution that meets the requirements of the task.	
Acquired knowledge: The student acquires knowledge in the field of orientation in the matter of analyzing existing methods for creating projects in practice. To become familiar with the knowledge related to the management problem in creating and managing projects. The student will have knowledge related to phases, indicators and decision factors in business management. He also acquires knowledge regarding the relationship between the quality of project management inputs and project implementation.	
Acquired skills: The student will acquire the skills to distinguish between different levels of importance when deciding on a writing project. He will also have the skills that are necessary when implementing various elements of business issues in his or another company in crisis situations or creating new projects. Acquired skills can contribute, for example, to the ability to perfectly manage the company.	
Acquired competences: Acquired transferable competencies include the ability to make autonomous decisions in company crisis management dilemmas, including company economic management skills, the ability to decide what space to leave when creating a project, for the personal choice of those directly affected by the project. Direct competency-based influence includes the ability to provide some forms of creating projects on a given topic. The student will strengthen his decision-making competencies, assertiveness, the ability to work in a value-unorthodox environment of any company.	

Course content:

Applications: creating and reporting teams, publishing application topics and requirements, processing applications, submitting applications, evaluating applications.

Separation of tasks, creation of a project plan for the entire period of solution and for the semester, analysis of the task (clarification of requirements, study of the issue).

Analysis of the problem, an approximate solution.

Evaluation of the specification and rough design of another team.

Refinement of identified shortcomings and design of a prototype from selected parts.

Implementation of the prototype of the selected parts, presentation of the prototype to the user.

Recommended literature:

BIELIKOVÁ, M. Ako úspešne vyriešiť projekt. Bratislava: STU v Bratislave, 2000. 158 s. ISBN 80-227-1329-5.

HOLÁ, Jana. Interní komunikace ve firmě. Brno: Computer Press, 2006. ISBN: 80-251-1250-0 11.

ROSENAU, Milton D. Řízení projektu. Brno: Computer Press, 2003. ISBN 80- 7226-218-1

TIMČÁK, G. M. - ZEĽOVÁ, A. - GAJDOŠOVÁ, B.: Tímová práca a rozvoj tímov. Košice: Technická univerzita v Košiciach, 2002. ISBN 80-7099-8679

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 90 hours

Combined training: 25 hours

Analysis of learning portals and applications: 25 hours

Self study: 40 hours

Course evaluation:

Total number of evaluated students: 21

A	B	C	D	E	FX
57,14 %	28,57 %	3,57 %	0 %	3,57 %	7,14 %

Lecturers: PhDr. Ing. Eva Hvizdová, PhD., university associate professor

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Management communication in English I.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Workplace: Center for professional language training	
Code: COJP/MKA1e/19	Course title: Management communication in English I. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check – 40% 2. knowledge check – 40% student activity and report preparation - 20%. Completion of the subject is completed with an assessed credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student acquires knowledge of managerial vocabulary in English. Basically, he acquires vocabulary from the areas: communication, advertising, ethics in communication.	
Acquired skills: The student can work with authentic materials in English. The student will acquire the competence to communicate on specific management topics in English.	
Acquired competences: The student will expand the lexical and communicative knowledge of the English language at the C1 level.	
Course content: Communication, goals and forms Verbal and non-verbal communication Marketing communications Advertising, viral marketing Intercultural communication Ethics in communication	
Recommended literature: COTTON, D. – FALVEY, D. – KENT, S.:Market Leader, Intermediate Business English.	

Harlow: Pearson Education Limited, 2005 MACKENZIE, I.: English for Business Studies. CUP, 2005 MASCULL, B.: Business Vocabulary in Use. Macmillan, Oxford, 2011 Business Spotlight journals 2009 – 2011 TUBBS, S. L. – Moss, S.: Human Communication. McGraw-Hill, Inc., 1991 TOMALIN, B. – STEMPLESKI, S.: Cultural Awareness. OUP, 1994					
Language which is necessary to complete the course: Slovak, English					
Notes: Student time load: 60 hours Combined training: 25 hours Analysis of learning portals and applications: 10 hours Self study: 25 hours					
Course evaluation: Total number of evaluated students: 26					
A	B	C	D	E	FX
30,77 %	38,46 %	15,38 %	7,67 %	7,69 %	0 %
Lecturers: PhDr. Katarína Radvanská					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description - Management communication in German I.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Workplace: Center for professional language training	
Code: COJP/MKN1e/19	Course title: Management communication in German I. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check – 40% 2. knowledge check – 40% student activity and report preparation - 20%. Completion of the subject is completed with an assessed credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student acquires knowledge of managerial vocabulary in German. Basically, he acquires vocabulary from the areas: communication, advertising, ethics in communication.	
Acquired skills: The student can work with authentic materials in German. The student will acquire the competence to communicate on specific management topics in German.	
Acquired competences: The student will expand the lexical and communicative knowledge of the German language at the C1 level.	
Course content: Communication, goals and forms Verbal and non-verbal communication Marketing communications Advertising, viral marketing Intercultural communication Ethics in communication	
Recommended literature: JANICH, N.: Werbesprache. Ein Arbeitsbuch. Tübingen: Gunter Narr, 2005. ISBN 3-823-	

34974-0.

SCHWEIGER, G., SCHRATTENECKER, G.: Werbung. Eine Einführung. Tübingen: UTB, 2005, s. 376. ISBN 3-8252-1370-6

STÖCKL, H.: Werbekommunikation – Linguistische Analyse und Textoptimierung. In: Knapp, K.: Angewandte Linguistik. Tübingen und Basel: A. Francke, 2004, s. 233-254.

WAGNER, K. R.: Pragmatik der deutschen Sprache. Frankfurt am M. : Peter Lang, 2001. ISBN 3-631-37776-2.

Language which is necessary to complete the course: Slovak, German

Notes:

Student time load: 60 hours

Combined training: 25 hours

Analysis of learning portals and applications: 10 hours

Self study: 25 hours

Course evaluation:

Total number of evaluated students: 2

A	B	C	D	E	FX
50,0 %	0 %	0 %	50,0 %	0 %	0 %

Lecturers: PhDr. Zuzana Karabinošová

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Management communication in Russian I.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Workplace: Center for professional language training	
Code: COJP/MKR1e/19	Course title: Management communication in Russian I. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check – 40% 2. knowledge check – 40% student activity and report preparation - 20%. Completion of the subject is completed with an assessed credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student acquires knowledge of managerial vocabulary in Russian. Basically, he acquires vocabulary from the areas: communication, advertising, ethics in communication.	
Acquired skills: The student can work with authentic materials in Russian. The student will acquire the competence to communicate on specific management topics in German.	
Acquired competences: The student will expand the lexical and communicative knowledge of the Russian language at the C1 level.	
Course content: Communication, goals and forms Verbal and non-verbal communication Marketing communications Advertising, viral marketing Intercultural communication Ethics in communication	
Recommended literature: <i>KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine.</i>	

<i>Plzeň: Fraus, 2008, s. 474. ISBN 978-80-7238-787-8</i> <i>MROVJĚCOVÁ, L.: Obchodní ruština. Brno: Computer-Press, 2009, s.464. ISBN: 978-80-251-1598-5.</i> <i>DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008.</i>					
Language which is necessary to complete the course: Slovak, Russian					
Notes: Student time load: 60 hours Combined training: 25 hours Analysis of learning portals and applications: 10 hours Self study: 25 hours					
Course evaluation: Total number of evaluated students: 0					
A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: Mgr. Katarína Lažová					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/SMAe/19	Course title: Strategic management (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 6	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge during a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The evaluation method consists of: <ul style="list-style-type: none"> • semestral work (30%) • written or oral exam (70%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The course focuses on the core issues of formulating and implementing corporate strategy at the corporate, business and functional levels.	
Acquired knowledge: Upon completion of the course, the student will gain knowledge concerning the basic issues of managerial strategic thinking, strategy formulation at the corporate, business and functional levels. He will understand individual strategic approaches and types of strategic behavior, the strategic management process, and the issues of strategy adaptability and flexibility. He will acquire the necessary knowledge to improve the company's ability to respond to changes in the market environment.	
Acquired skills: The student can analyze the individual components of the internal and external environment, synthesize them in mutual contexts and formulate a strategy using effective analytical tools applied at individual stages of the strategic management process.	
Acquired competences: Acquired transferable competencies include the ability to evaluate phenomena and facts in a broader context, the ability to synthesize knowledge that the student can use in various decision-making processes. The student can recognize the opportunities and threats needed to gain a competitive advantage.	
Course content: The essence and significance of corporate strategy in the context of the development of strategic management. Key factors and elements of the company's strategy. Individual strategic approaches and types of strategic behavior. Strategy formulation process, its structure and procedures, evaluation of strategic options. Development of methods for making strategic decisions and their features.	

<p>Features of the strategy at individual levels of strategic management. Business strategy and competitive strategy options. Corporate strategy - analysis and creation of a portfolio of company activities. Functional strategies and their design. Information systems for strategic management. Problems of strategy implementation - organization, control and evaluation of strategy, humane aspects of strategic management in relation to corporate culture. Problems of adaptability and flexibility of the strategy.</p>																	
<p>Recommended literature: VOLOŠIN, M.: Strategický manažment podniku. 2. vydanie. Bratislava : Ekonóm 2007. SLÁVIK, Š.: Strategický manažment. Bratislava : Sprint dva, 2013. PAPULA, J., PAPULOVÁ, Z.: Stratégia a strategický manažment. Bratislava: Wolters Kluwer 2012. GERVAIS, M., KITA, J., VOLOŠIN, M.: Stratégia podniku – cesty zvyšovania jeho pružnosti a reakčnej schopnosti. Prešov : Manacon, 1999. VOLOŠIN, M, a kol.: Kvantitatívne metódy v riadení podniku. Bratislava : Ekonóm 2006. PAPULA, J., PAPULOVÁ, Z., PAPULA, J.: Strategický manažment: Aktuálny koncept pre rýchlo sa približujúcu budúcnosť. Praha: Wolters Kluwer 2019. 320 s. ISBN 978- 80 - 7598-535-4. MOKRIŠOVÁ, V. 2021. Praktikum vybraných techník hodnotenia účinnosti uplatneného prístupu v strategickom manažmente. Prešov: VŠMP ISM Slovakia. 65 s. ISBN 978-80-89372-91-1.</p>																	
<p>Language which is necessary to complete the course: Slovak</p>																	
<p>Notes: Student time load: 180 hours Combined training: 80 hours Analysis of learning portals and applications: 30 hours Self study: 70 hours</p>																	
<p>Course evaluation: Total number of evaluated students: 27</p> <table border="1"> <thead> <tr> <th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>25,93 %</td><td>11,11 %</td><td>18,52 %</td><td>18,52 %</td><td>22,22 %</td><td>3,7 %</td></tr> </tbody> </table>						A	B	C	D	E	FX	25,93 %	11,11 %	18,52 %	18,52 %	22,22 %	3,7 %
A	B	C	D	E	FX												
25,93 %	11,11 %	18,52 %	18,52 %	22,22 %	3,7 %												
<p>Lecturers: Prof. Volodymyr Prykhodko, DrSc.; PhDr. Mgr. Viera Mokrišová, PhD., MBA</p>																	
<p>Date of last change: 01.08.2024</p>																	
<p>Approved by: prof. Ing. Anna Šatanová, CSc.</p>																	

Course description - International management and business

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: KEMM/MMPe/19	Course title: International management and business (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 5	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. During the semester, the student must actively participate in solving at least three cases solved in teams of 3-8 students. At the same time, the student is obliged to present the results of at least one solved research. At the end of the semester, the student takes a written or oral exam. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will be informed about the differences in the management of domestic enterprises and multinational companies. At the same time, he will be able to understand the role, importance and position of multinational companies in an international context. After completing the course, the student will understand the connections that have contributed to the emergence and development of international business, the existence of multinational companies and their management.	
Acquired knowledge: Know and explain the structure of state and self-governing organizations and how the tertiary sector functions in an international environment, describe the rules for the protection of personal data, copyright in the Slovak Republic when entering international markets. The student will be informed about the differences between the management of domestic enterprises and multinational companies.	
Acquired skills: Be able to apply knowledge from the field of economics, information sources and technologies, legislation in the framework of international relations, present the results of international market research and international analysis. The graduate of the course will be able to understand the role, importance and position of multinational companies in an international context.	
Acquired competences: Ability to independently solve and analyze problems when entering international markets.	
Course content: Introduction to the topic - basic terms Liberalization of international trade, WTO International capital movement	

International labor movement International forms of business cooperation - JV, SA, mergers and acquisitions Transnational companies Strategies of multinational companies Manufacturing control Human resources management Financial flow management Innovation management Protection of property in international trade and intellectual property Direct foreign investments					
Recommended literature: ŠTRACH, P. (2009). Mezinárodní manažment. Praha: Grada. BALÁŽ, P. a kol. (2010). Medzinárodné podnikanie. Bratislava: Sprint. VARADZIN, F. (2013). Mezinárodní ekonomie. Praha: Professional Publishing. MACHKOVÁ, H. a kol. (2013). Mezinárodní obchodní operace. Praha: Grada. STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, L. 2010. Obchodné podnikanie. Bratislava: SPRINT dva. 280 s. ŠTĚRBOVÁ, L. a kol. (2013). Mezinárodní obchod ve světové krizi 21. století. Praha: Grada. UBREŽIOVÁ, I. KOZÁKOVÁ, J. DIAČIKOVÁ, A. 2018. Medzinárodný manažment a podnikanie, Slovenská poľnohospodárska univerzita v Nitre , 2018. ISBN 978-80-552-1877-9					
Language which is necessary to complete the course: slovenský jazyk					
Notes: Student time load: 150 hours Combined training: 50 hours Analysis of learning portals and applications: 30 hours Self study: 70 hours					
Course evaluation: Total number of evaluated students: 27					
A	B	C	D	E	FX
0 %	7,41 %	7,41 %	33,33 %	48,15 %	3,7 %
Lecturers: doc. Alla Medyanyk Domyshche, PhD.; prof. Ing. Anna Šatanová, CSc.					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/KEPe/19	Course title: Creative economy and business (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 5	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. During the semester, the student works on a project assigned to him or agreed upon with the teacher. The project is evaluated with 2 credits out of a total of 5, i.e. 40%. After the end of the semester, the student takes an oral exam in the form of a presentation and defense of the project. Part of the final evaluation is also a written or oral exam on individual areas of the subject content. The evaluation of the subject exam is a comprehensive evaluation of the exam and the defense of the project itself. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: Upon successful completion of the course, the student should master the basic activities related to the creative economy and entrepreneurship in the creative industries, as a tool to meet the current and future challenges of Europe and Slovakia. The aim of the course is to provide a better understanding of the functioning and needs of companies operating in the creative sector, especially small and medium-sized enterprises (SMEs). An entrepreneur in the cultural and creative industries can be understood as a person who creates or markets a cultural or creative product or service and uses business principles to organize and manage these creative activities for commercial purposes. In a given project, the student must be able to independently process their proposals, measures and contributions to the chosen segment of the creative business.	
Acquired knowledge: The student will gain knowledge - an overview of terminology related to the creative economy and the creative and cultural industries, creative entrepreneurship and support for creative entrepreneurship in connection with knowledge related to the measurement of the creative economy: 3 T creativity index, Eurocreative index, 5C model. He will get acquainted with public and private sector issues in the creative economy, the creative industry at the EU level, as well as the development and benefits of the creative economy for the Slovak Republic. He will gain knowledge about employment in the creative economy sector, individual industries, sectors, concepts of creative cities, clusters, creative management, as well as knowledge about employee leadership in the direction of creativity and management of creative workers.	

Acquired skills:

The student will acquire the skills to master the core activities related to the creative economy and entrepreneurship in the creative industries as a tool to meet current and future challenges for Europe and Slovakia. He can understand the functioning and needs of companies operating in the creative industries, especially small and medium enterprises. On a given team project, he can independently process his proposals, measures and contributions to the selected segment of the creative business. Can assess, evaluate, process and interpret presented case studies as part of the exercise.

Acquired competences:

The student uses professional knowledge in practice, is enterprising and has a “flair” for new opportunities, is able to assess the conditions when it is possible to apply professional methods and theories in practice, has the skill of working with information, the ability to adapt to changing circumstances, work in an international environment and willing to work in a team.

Course content:

Introduction to the topic - basic terms. Creative economy, business and creative industry. Measuring the Creative Economy, Creativity Index 3 T, Euro-Creativity Index, Model 5C. State and private sector in the creative economy. The area of creative industries at the EU level. Development and benefits of the creative economy in Slovakia. The creative economy is focused on employment, careers in the creative industries, engaging employees in creativity, managing creative workers, and creative management. Creative business in the field of culture and creative industries, definition and characteristics, Characteristic features of the cultural and creative industries sectors Creative business support.

Recommended literature:

BALOG, M. (2015). Možnosti rozvoja kreatívneho priemyslu na Slovensku. SIEA, 2015, ISBN: 978-80-88823- 56-8

CIKÁNEK, M (2009). Kreativní Priemysly – príležitosť pre novú ekonomiku. Praha: Institut umenia – Divadelní ústav. ISBN 978-80- 7008 – 231-7

FLORIDA, R. (2002). The Rise of the Creative Class: And How It's Transforming Work, Leisure and Everyday Life. New York : Basic Books, 2002 . ISBN 978-0-455-02993-8

FLORIDA, R. 2019. Vzostup kreatívnej triedy. Základné knihy. Obchodná brožovaná väzba. ISBN 978-15-41617-74-2.

HARTLEY, J. (2004). Creative Industries. Wiley : Wiley-Blackwell. 432 s. ISBN: 978-1-4051- 0147-9.

HOWKINS, J. (2001). The Creative Economy: How people Make Money from Ideas. London : Penguin Books, 2001, 288 s. ISBN 9780141977034

Hvizdová, E., B. Balogová. 2016. Kreativny priemysel vybraných remesiel východoslovenského regiónu. Prešov: Akcent Print 2016. ISBN 978-80-89295-71-5.

JOMBÍK, V. (2011). Vláda má kreativnému prostrediu vytvoriť podmienky. Stratégie, ISSN 1335-2016, 2011 č.5, s.22.

KLOUDOVÁ, J. a kol. 2010. Kreativní ekonomika. Vybrané ekonomické, právní, masmediální a informatizační aspekty. Eurokódex. ISBN 9788089447206.

MIKULÁŠTIK, M. 2010. Tvořivost a inovace v práci manažera. Praha: Grada Publishing 2010. ISBN 978-80-247-2016-6.

ŽAK, P. 2017. Kreativita a její rozvoj. Brno 2017: MotivPress. ISBN 978-80-87981-23-8.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 150 hours
Combined training: 40 hours

Analysis of learning portals and applications: 20 hours					
Work on the case study: 20 hours					
Self study: 70 hours					
Course evaluation:					
Total number of evaluated students: 27					
A	B	C	D	E	FX
18,52 %	14,81 %	33,33 %	7,41 %	25,93 %	0 %
Lecturers: PhDr. Ing. Eva Hvizdová, PhD., university associate professor					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OMSe/19	Course title: Market strategies (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. Termination conditions: written or oral exam - 60% presentation of the assigned assignment with preparation of a presentation in ppt – 20% report on a specific topic - 10% student activity - 10% Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcomes will be the student's ability to describe the sales function, segment the sales market, and identify sales tactics.	
Acquired knowledge: Upon completion of the course, the student will gain knowledge related to the main methods of marketing analysis and strategies that serve to improve one of the main functional areas of the company - sales, especially in the long term. At the same time, he will understand the essence of the sales function and acquire the knowledge necessary to create and implement sales strategies focused on product, customer, marketing communication and distribution.	
Acquired skills: The student knows how to create a SWOT analysis as a starting point for a sales strategy, segment the sales market, formulate sales strategies according to focus, conduct professional sales interviews, and apply sales techniques.	
Acquired competences: Acquired transferable competencies include the ability to make autonomous decisions to create analyzes and strategies that the learner can use in various decision-making processes. The student can apply scenario planning in the selected functional area and synthesize trends in the external environment in the presence of risk and uncertainty. The student will strengthen communication skills, teamwork and self-confidence.	
Course content: Characteristics of the sales function. Client typology. Product and sales. Price and sales.	

Distribution and sales. Communication and sales. Requirements of a professional seller. Sales preparation. Preparation of sales tactics. Opening sales interview. The essence of the conversation about sales. The end of the sales conversation.					
Recommended literature: FILIPOVÁ, A. Umění prodávat. 3. vyd. Praha, Grada, 2015. 210 s. ISBN 978-80-247-3511-5 HVIKDOVÁ E. a kol. 2020. Základy marketingu. VŠMP ISM Slovakia. 258 s. ISBN 978-80-89372-85-0. MAJTÁN, Š. a kol.. Odbytová stratégia. Bratislava: Sprint 2, 2013. 280 s. ISBN 978-80-893-9392-3. ZAMAZALOVÁ, M. Marketing obchodní firmy. Praha: Grada, 2008. 240 s. ISBN 978-80-247-2049-4.					
Language required for this course: Slovak					
Notes: Student time load: 120 hours Combined training: 50 hours Analysis of learning portals and applications: 20 hours Self study: 50 hours					
Course evaluation: Total number of evaluated students: 27					
A	B	C	D	E	FX
11,11 %	18,52 %	22,22 %	29,63 %	14,18 %	3,7 %
Lecturers: PhDr. Mgr. Viera Mokrišová, PhD., MBA					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/DPIe/19	Course title: Graduation project I. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the subject: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. At the end of the semester, the student submits a report on the decision of the graduation project I to the subject teacher, the report includes all the documents required by special instructions. The report on the decision of the graduation project must be signed by the project leader who wrote this project. Based on consultations with the subject teacher and the project leader, the student independently prepares and submits 15 pages of text, which form an integral part of the Thesis Project Decision Report I. The final defense of the project is an integral part of the subject. Once the conditions are met, the student may be awarded an assessment credit in a subject. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: After completing the Graduation Project I. course, the student demonstrates theoretical knowledge in the processed questions. Has a sufficient overview of domestic and foreign literature related to the issue being processed. He can reasonably argue in the area related to the project and can independently and purposefully solve even more complex problems of a research nature. Acquired knowledge: The student will acquire knowledge in the field of professional text creation, processing and editing. He will increase his knowledge in the sense of working on a text of professional origin. Acquired skills: The student will strengthen their competencies in the field of working with professional literature within the framework of the direction of study and program. It will also strengthen the skill in terms of the ability to process theoretical text. Acquired competences: The student will develop a whole range of competencies: creative competencies, the ability to write and style in the sense of a scientific and scientific style, presentation competencies.	
Course content: Login or select a suitable topic Determining the purpose of the project and substantiating the theme of the project	

Drawing up a project schedule Theoretical processing of the project topic in the amount of at least 15 pages List of used literary sources Consultations with the project leader and subject teacher Project Protection					
Recommended literature: Agreed with the theme of project. BIELIKOVÁ, M.: Ako úspešne vyriešiť projekt. STU v Bratislave. 2000. Instructions for writing final theses at VŠMP ISM Slovakia in Prešov valid in the given academic year. Guidelines and standards for writing theses.					
Language which is necessary to complete the course: Slovak					
Notes: Student time load: 120 hours Combined training: 10 hours Preparation and presentation of the project: 30 hours. Elaboration of a report on the project solution: 10 hours Analysis of learning portals and applications: 20 hours Self study: 50 hours					
Course evaluation: Total number of evaluated students: 28					
A	B	C	D	E	FX
31,03 %	20,69 %	20,69 %	20,69 %	0 %	6,9 %
Lecturers: PhDr. Mgr. Viera Mokrišová, PhD.; Thesis supervisor					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description - Management communication in English II.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/MKA2e/19	Course title: Management communication in English II. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check – 40% 2. knowledge check – 40% student activity and report preparation - 20%. Completion of the subject is completed with an assessed credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student acquires knowledge of managerial vocabulary in English. Basically, he acquires vocabulary from the areas: communication, advertising, ethics in communication.	
Acquired skills: The student can work with authentic materials in English. The student will acquire the competence to communicate on specific management topics in English.	
Acquired competences: The student will expand the lexical and communicative knowledge of the English language at the C1 level.	
Course content: Presentation of the company Presentation at fairs Entrepreneur, manager and company owner The structure of the company Recruitment, interview Control	
Recommended literature: COTTON, D. – FALVEY, D. – KENT, S.:Market Leader, Intermediate Business English.	

Harlow: Pearson Education Limited, 2005 MACKENZIE, I.: English for Business Studies. CUP, 2005 MASCULL, B.: Business Vocabulary in Use. Macmillan, Oxford, 2011 Business Spotlight journals 2009 – 2011 TUBBS, S. L. – Moss, S.: Human Communication. McGraw-Hill, Inc., 1991					
Language which is necessary to complete the course: Slovak, English					
Notes: Student workload: 60 hours. Combined education: 10 hours Preparation of the report: 15 hours Analysis of learning portals and applications: 10 hours. Self-study: 25 hours					
Course evaluation: Total number of evaluated students: 25					
A	B	C	D	E	FX
30,77 %	38,46 %	15,38 %	7,69 %	7,69 %	0 %
Lecturers: PhDr. Katarína Radvanská					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description - Management communication in German II.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/MKN2e/19	Course title: Management communication in German II. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check – 40% 2. knowledge check – 40% student activity and report preparation - 20%. Completion of the subject is completed with an assessed credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student acquires knowledge of managerial vocabulary in German. Basically, he acquires vocabulary from the areas: communication, advertising, ethics in communication.	
Acquired skills: The student can work with authentic materials in German. The student will acquire the competence to communicate on specific management topics in German.	
Acquired competences: The student will expand the lexical and communicative knowledge of the German language at the C1 level.	
Course content: Presentation of the company Presentation at fairs Entrepreneur, manager and company owner The structure of the company Recruitment, interview Control	
Recommended literature: BRÜNNER, G.: Wirtschaftskommunikation. Tübingen: Niemeyer, 2000. ISBN: 978-	

3484312135. HABSCHEID, S.: Sprache in der Organisation. Sprachreflexive Verfahren im systemischen Beratungsgespräch. Berlin: de Gruyter, 2003. ISBN 978-3110177152. WAGNER, K. R.: Pragmatik der deutschen Sprache. Frankfurt am M. : Peter Lang, 2001. ISBN 3-631-37776-2.					
Language which is necessary to complete the course: Slovak, German					
Notes: Student workload: 60 hours. Combined education: 10 hours Preparation of the report: 15 hours Analysis of learning portals and applications: 10 hours. Self-study: 25 hours					
Course evaluation: Total number of evaluated students: 2					
A	B	C	D	E	FX
0 %	100,0 %	0 %	0 %	0 %	0 %
Lecturers: PhDr. Zuzana Karabinošová					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description - Management communication in Russian II.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/MKR2e/19	Course title: Management communication in Russian II. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check – 40% 2. knowledge check – 40% student activity and report preparation - 20%. Completion of the subject is completed with an assessed credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student acquires knowledge of managerial vocabulary in Russian. Basically, he acquires vocabulary from the areas: communication, advertising, ethics in communication.	
Acquired skills: The student can work with authentic materials in Russian. The student will acquire the competence to communicate on specific management topics in Russian.	
Acquired competences: The student will expand the lexical and communicative knowledge of the Russian language at the C1 level.	
Course content: Presentation of the company Presentation at fairs Entrepreneur, manager and company owner The structure of the company Recruitment, interview Control	
Recommended literature: KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine.	

Plzeň: Fraus, 2008, s. 474. ISBN 978-80-7238-787-8
MROVJĚCOVÁ, L.: Obchodní ruština. Brno: Computer-Press, 2009, s.464. ISBN: 978-80-251-1598-5
DEKANOVÁ, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008.

Language which is necessary to complete the course: Slovak, Russian

Notes:

Student workload: 60 hours.

Combined education: 10 hours

Preparation of the report: 15 hours

Analysis of learning portals and applications: 10 hours.

Self-study: 25 hours

Course evaluation:

Total number of evaluated students: 0

A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %

Lecturers: Mgr. Katarína Lažová

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MKYe/19	Course title: Management of quality (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 6	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. During the semester, the student works on a project assigned to him or agreed upon with the teacher. The project is evaluated with 3 credits out of a total of 6, i.e. 50%. After the end of the semester, the student takes an oral exam in the form of a presentation and defense of the project. Part of the final assessment is a written or oral examination of the theoretical concepts of the subject. Based on the evaluation of the exam and the defense of the project itself, the student receives an evaluation of the entire exam. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The student will gain knowledge, understanding and acquire knowledge and skills in applying quality management approaches and methods using TQM (Total Quality Management) and quality assurance tools in the company.	
Acquired knowledge: Knows the requirements of standardized quality management systems.	
Acquired skills: Has the skills to apply the requirements of standardized quality management systems when applying quality management approaches and methods using TQM (Total Quality Management) and quality assurance tools in the company.	
Acquired competences: When creating and implementing managerial decisions, he can comply with the principles of continuous improvement, including social and ethical responsibility in applying the acquired knowledge.	
Course content: Quality - concepts, definitions, methods and tools of quality management. Principles, functions, models of quality management. Quality management concept based on ISO standards. Human factor in quality management systems. Quality at the stages of preparation for production, quality planning. Quality in supply, in production, quality assurance in various types of products. Quality assurance at the stages of post-production and after-sales service.	

Quality management in the service sector. Audits, certification of products and services, certification systems.

Quality savings. Costs of quality and losses from non-compliance with quality.

Building a quality cost tracking system.

Methods and tools of quality management. Environmental quality management systems.

Recommended literature:

ŠATANOVÁ, A. a kol. (2008): Manažérstvo kvality: Vysokoškolská učebnica, Zvolen, Technická univerzita vo Zvolene, 2008. 352 s., ISBN 978-80-228-1928-2.

KAPSDORFEROVÁ, Z. -- PYŠNÝ, T. Quality management. Nitra . 2012. ISBN 978-80-552-0937-1.

Marn, J.: Nástroje kvality A-Z, ISBN 80-967022-2-x

Nenadál, J. - Noskievičová, D. - Petříková, R. - Plura, J.- Tošenovský, J.: Moderní systémy řízení jakosti. 2 vyd. Magement Press, Praha 2002, ISBN 80-7261-071-6

ŠATANOVÁ, A., GEJDOŠ, P. 2011. Zavádzanie spoločného systému hodnotenia kvality (modelu CAF) na vysokých školách. Zvolen: TU Zvolen, 2011. 100 s. VEGA 1/0363/08. ISBN 978-80-228-2198-8.

ŠATANOVÁ, A., 2020. Quality economy. In: Management aspects in forestry and forest based industries Scientific book. Zagreb, Croatia: WoodEMA, i.a., 2020, 181 – 196 s. ISBN 978-953-57822-7-8.

ŠATANOVÁ, A, MOKRIŠOVÁ, V. (2020): Manažérstvo kvality, Vysokoškolská učebnica, Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2020. 416 s., ISBN 978-80-89372-88-1, EAN 97880893732881

STN ISO 9000:2016: Systém manažérstva kvality. Základy a slovník. 2016. Bratislava: SÚTN.

STN ISO 9001:2016: Systém manažérstva kvality. Požiadavky. 2016. Bratislava: SÚTN.

STN EN ISO 19011: 2019: Návod na auditovanie systémov manažérstva .2019. Bratislava: SÚTN.

STN EN ISO 45001:2018 Systémy manažérstva bezpečnosti a ochrany zdravia pri práci. 2018. Bratislava: SÚTN:

STN EN ISO 14 001: 2015 Systémy manažérstva environmentu. Požiadavky s pokynmi na použitie. 2015. Bratislava: SÚTN.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined training: 20 hours

Project preparation: 30 hours

Analysis of learning portals and applications: 50 hours

Self study: 80 hours.

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
0 %	3,85 %	11,54 %	34,62 %	50,0 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Organization of managerial work

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OMPe/19	Course title: Organization of managerial work (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The assessment method consists of: individual project – semester work 30%; and oral exam 70%. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The learning outcome is the ability of students to assess and develop personal prerequisites for the successful implementation of managerial work; perceive the functioning of the organization in terms of the relationship between three analytical levels: individual, group and organizational, recognize and understand organizational processes (leadership, motivation, negotiations, delegation, coaching, etc.), as well as individual problems of organizational dynamics with an emphasis on management individual styles of managing people and the possibility of using them depending on the specific situation. The result is also the ability to understand the basics of team organization of work, master the preparation and conduct of workshops, identify sources of stress and conflict in the workplace and ways to resolve them. After completing the course, the student will be able to describe all activities related to the performance of a managerial function, will be able to assess in practice the level of individual areas of organizational behavior and formulate certain recommendations and decisions. He will be able to organize both his work and the work of his subordinates.	
Acquired knowledge: When studying the subject "Organization of managerial work", the student acquires general knowledge in the field of explaining the basic terms and their definitions of organizational behavior, as well as the main personality characteristics - personal characteristics of managers, their profile, competencies, principles, styles of managerial work, self-management and time management. He gains a broader knowledge of stress, its impact on managerial performance, individual managerial roles, delegation, centralization, decentralization and participation. Part of the acquired knowledge is knowledge in the field of conflict management, people management, coaching, management of organizational dynamics, as well as a look at the international dimensions of the study of organizational behavior.	
Acquired skills: The student will acquire skills in organizing managerial work, skills in dealing with	

competencies in the field of management, the position of the leader, his behavior and leadership of people, the use of power, authority, responsibility and authority. These competencies and skills cannot be learned, the student must acquire them gradually in order to adequately apply them in practice after graduation.

Acquired competences:

Among the competencies transferred in the organization of managerial work is the ability to understand the essence of being not only a manager, but a particularly good manager. Leading people means not only managing them from a position of power, but also being able to work correctly with human potential. The student will strengthen their creativity, the ability to make timely and correct decisions when solving any problem, as well as make assertive decisions, especially during conflicts or negotiations.

Course content:

Organizational behavior - an introduction.

Basic personality traits. Personal characteristics of managers.

Manager profile: core competencies, principles and styles of managerial work, self-management and time management. Stress and its impact on the effectiveness of managers. managerial roles. Power, authority, responsibility, authority.

Delegation, centralization, decentralization, participation.

A person in an organization and the requirements of his job application.

Teamwork, team building, team leader position. The effectiveness of working groups.

Conflict Management. Sources of conflicts in the workplace, methods of their resolution.

People management, leadership styles. Systemic theories of leadership. Transactional and transformational leadership. Coaching. Negotiations Management of organizational dynamics. International aspects of the study of organizational behavior

Cecomended literature:

OLEXOVÁ, C. 2012. Organizačné správanie. Bratislava : Vydavateľstvo EKONÓM, 2012. 121 s. ISBN 978-80-225-3395-9.

MIHALČOVÁ, B. - BOSÁKOVÁ, M. - OLEXOVÁ, C. 2003. Vybrané kapitoly z organizácie manažérskej práce. Bratislava : Ekonóm, 2003. 164 s. ISBN 80-225-1630-9.

PORVAZNÍK, J. 2011. Celostný manažment. Bratislava: Sprint dva. 360 s.

STRAČÁR, V. a kol. 2003. Organizácia manažérskej práce. Bratislava : Ekonóm, 2003. ISBN 80-225-0502-1.

BAŠISTOVÁ, A. – OLEXOVÁ, C. 2012. Organizačná kultúra ako nástroj riadenia ľudských zdrojov. Bratislava : Vydavateľstvo EKONÓM, 2012. 222 s. ISBN 978-80-225-3482-6.

STACHO, Z. – STACHOVÁ, K. (2017). Organizácia manažérskej práce: Bratislava: Wolters Kluwer, 2017. 300 s. [tlačená forma] ISBN 978-80-8167-719-8

BIRKNEROVÁ, Z., (2020). Základy organizačného správania pre manažérov: Vysokoškolská učebnica. Prešov, BOOKMAN, s.r.o. 2020. 262 s. [tlačená forma] ISBN 978-80-8165-417-6

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 120 hours.

Combined education: 20 hours

preparation of the presentation of the semester work: 20 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
28,46 %	30,77 %	30,77 %	0 %	0 %	0 %

Lecturers: doc. Ing. Emília Pribišová, PhD.

Date of last change: 01.08.2024
Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Financial analysis and financial planning

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/FAPe/19	Course title: Financial analysis and financial planning (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The condition for graduation is: semester work 20% written or oral exam 80% Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The student will receive a comprehensive system of information about the latest knowledge of financial analysis in the context of cross-industry comparison of financial statements. After completing the course, students should be able to independently evaluate the financial results of the company's activities based on an assessment of not only quantitative, but, above all, qualitative factors of the company's activities. Thereafter, the goal is to enable the acquisition of skills in the preparation of business financial plans, which are an important part of business planning and business financial management.	
Acquired knowledge: The student will gain knowledge in the field of financial analysis. Receives orientation in the field of economic characteristics of the industry. He will also acquire knowledge in the field of strategic management and planning, profitability of the company's assets.	
Acquired skills: The student will acquire the ability to develop a financial plan for a business. The student will acquire the skill of analyzing short-term liquidity, efficiency and solvency of an economic entity. The student knows how to find the necessary resources to conduct a financial analysis of a company.	
Acquired competences: The student will significantly improve their financial literacy. It will also strengthen competencies in terms of short- and long-term planning. The student will also improve their divination skills.	
Course content: Essence, goals and directions of financial analysis, sources of information and users of financial analysis. Economic characteristics of the industry and their impact on financial performance, ratios and financial statements.	

Profitability of the company's assets and contributing factors.
 Analysis of short-term liquidity, long-term solvency and performance, financial position, cash flows, development of the financial situation, forecasting financial difficulties, creditworthiness and financial health.
 Strategic management and planning. Long-term financial planning. Short-term financial planning.
 Financial planning methods, such as the percentage of sales method and the incremental budgeting method, using a particular firm as an example.

Recommended literature:

ZALAI, K. a kol.: Finančno-ekonomická analýza podniku. Bratislava: Sprint 2008, ISBN 80-89085-99-6 2.

GRÜNWALD, R. – HOLEČKOVÁ, J.: Finanční analýza a plánování podniku. Praha: Ekopress, 2009/10. ISBN 978-80-86929-26-2 3.

KOTULIČ, R. – KIRÁLY, P. – RAJČANIOVÁ, M.: Finančná analýza podniku + CD. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-342-6 4.

CZIILINGOVÁ, J.: Cash flow – indikátor vnútornej finančnej sily podniku. Bratislava: EKONÓM, 2005. ISBN 80-225-2018-7 5.

KISLINGEROVÁ, E. – HNILICA, J.: Finanční analýza krok za krokem. Praha: C.H.BECK, 2005. ISBN 80-7179-321-3..

Language required for this course: Slovak

Notes:

Student time load: 120 hours

Combined training: 20 hours

preparation of the presentation of the semester work: 20 hours

Analysis of learning portals and applications: 30 hours

Self study: 50 hours

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
15,38 %	15,38 %	26,92 %	38,46 %	3,85 %	0 %

Lecturers: doc. Ing. Jaromír Vrbka, PhD.; Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PRIe/19	Course title: Business risk (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the subject: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The conditions for the award are: semester work 30% written or oral exam 70%. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The aim of the course is to provide a basic knowledge of business risks in relation to different sizes of enterprises and an explanation of the basic concepts and methods of risk management. The course focuses on the process of risk management and decision making in small and medium enterprises. It also explains the fundamentals of risk management culture and analyses business projects in terms of possible business risks of projects. Upon completion of this course, students will have a basic knowledge of business risk with a focus on small and medium enterprises, information on sensitivity analysis, decision trees, risk probability, decision making under risks and uncertainties, the ability to apply basic risk management process and how to identify risks in the business, as well as know the basic methods of project evaluation and will be able to use them in decision making and when choosing from several projects.	
Acquired knowledge: When studying the subject of Entrepreneurial Risk, the student acquires general knowledge in explaining the basic concepts of the enterprise and its risks, broader knowledge in the field of risk management, the management process and the basic framework of risk management. Part of the acquired knowledge is knowledge in the field of methods and techniques of enterprise risk management, security and reliability, project risk management, financial risks, and risk controlling.	
Acquired skills: The student will acquire the skills to deal with the risks associated with the business. The goal is to acquire the ability to distinguish ordinary risk from business risk, the risk of small and medium-sized businesses, which are necessary in the field of economics and business. Part of the skills is the management of company risks, their control and financing, not only at the internal level, but especially at the external level.	

Acquired competences:

Among the transferable competencies in the field of business risks are the ability to calculate the risks associated with the business, the competence to decide how to solve the risk, which method and technique to focus on to minimize the risk in the company as much as possible. perhaps how to adapt to the external business environment and survive in the business market. The student will strengthen their creativity, the ability to make timely and correct decisions, and to make assertive decisions, especially in times of risk.

Course content:

Definition of risk, integration of risk management into business practice.

Risk management process (communication and consultation, context setting, risk identification, risk analysis, risk assessment, risk treatment, control and monitoring).

Risk management plans. Culture of risk management. Decision making and decision rules.

Sensitivity analysis. decision trees.

feasibility study. Project evaluation methods.

Recommended literature:

RYBÁROVÁ, D. – GRISÁKOVÁ, N., (2010). Podnikateľské riziko. Bratislava : IURA EDITION, 2010. 179 s. ISBN 978-80-8078-377-8

STN 01 0380 Manažérstvo rizika, AS/NZS 4360:1999, marec 2003

DUCKERT, G. H. (2011). Practical Enterprise Risk Management. New Jersey, John Wiley and Sons, Inc., 2011

VALÁŠKOVÁ, K. – SIEKELOVÁ, A., (2020). Podnikateľské riziko: Praktikum: Žilina, Žilinská univerzita v Žiline. 2020. 133 s. [tlačená forma] ISBN 978-80-554-1690-8

VALÁŠKOVÁ, K. – KOVÁČOVÁ, M. – KUBALA, P., (2019). Podnikateľské riziko: Žilina, Žilinská univerzita v Žiline. 2019. 193 s. [tlačená forma] ISBN 978-80-554-1541-3

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 120 hours

Combined training: 20 hours

preparation of the presentation of the semester work: 20 hours

Analysis of learning portals and applications: 30 hours

Self study: 50 hours

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
38,46 %	19,23 %	38,46 %	3,85 %	0 %	0 %

Lecturers: doc. Alla Medyanyk Domyshe, PhD.; doc. Ing. Emília Pribišová, PhD.

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/DPIIe/19	Course title: Graduation project II. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the subject: To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. At the end of the semester, the student submits a report on the solution of the graduation project II to the subject teacher. The report includes all documents required in accordance with special instructions. The report on the decision of the graduation project must be signed by the project leader who wrote this project. Based on consultations with the subject teacher and the project leader, the student independently prepares and submits 15 pages of text, which form an integral part of the Report on the decision of the graduation project II. an integral part of the theme is the final defense of the project. After the conditions are met, the student can be awarded a grade in the subject. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: After completion of the graduation project II. the student demonstrates theoretical knowledge in the issue being processed. Has a sufficient overview of domestic and foreign literature related to the issue being processed. He can reasonably argue in the area related to the project and can independently and purposefully solve even more complex problems of a research nature.	
Acquired knowledge: The student will gain advanced knowledge in the field of professional writing. He will acquire knowledge on how to search for extended sources of information at home and abroad. He will acquire sufficient knowledge for standard work in the field of research, which will enable him to solve research problems.	
Acquired skills: The student will acquire skills that predict the ability to work on research projects. It will also significantly strengthen the skills in terms of creating a professional text of a theoretical and empirical nature. The student acquires the ability to independently develop a more voluminous professional text and participate in a more complex research and research task.	
Acquired competences: The student will improve his competence in the field of creativity. The student will improve their presentation skills. The student will acquire elements of competence in the sense of the foundations of empirical scientific work.	
Course content: Login or select a suitable topic	

Determining the purpose of the project and substantiating the theme of the project Drawing up a project schedule Theoretical processing of the project topic in the amount of at least 15 pages List of used literary sources Consultations with the project leader and subject teacher Project Protection					
Recommended literature: Agreed with the theme of project. BIELIKOVÁ, M.: Ako úspešne vyriešiť projekt. STU v Bratislave. 2000. Instructions for writing final theses at VŠMP ISM Slovakia in Prešov valid in the given academic year. Guidelines and standards for writing theses.					
Language which is necessary to complete the course: Slovak					
Notes: Student time load: 120 hours Combined training: 10 hours Preparation and presentation of the project: 30 hours. Elaboration of a report on the project solution: 10 hours Analysis of learning portals and applications: 20 hours Self study: 50 hours					
Course evaluation: Total number of evaluated students: 26					
A	B	C	D	E	FX
26,92 %	19,23 %	23,08 %	11,54 %	19,23 %	0 %
Lecturers: PhDr. Mgr. Viera Mokrišová, PhD.; (Thesis supervisor)					
Date of last change: 01.08.2024					
Approved by: Prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PRMe/19	Course title: Process management (compulsory, profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 2	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Subject Completion Conditions: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The conditions for the award are: student activity 10%; written semester paper 20%; oral exam 70%; awarding of graded credit. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The purpose of the subject is to explain to students the principles of process management, the techniques and methods used, mastering the basics of process analysis.	
Acquired knowledge: The student acquires knowledge in the field of a procedural approach to problem solving. It creates various analyzes, modeling while providing and improving certain processes in an organization, regardless of the size of the enterprise and the degree of automation. They will get acquainted with the knowledge related to the problem of managing the application of process approaches to solving problems, where they will learn how to transform the process management system from a non-functional system into a functional one.	
Acquired skills: The student will acquire skills with which he will achieve the ability to distinguish between different degrees of importance in decision making and in creating processes in a company. He will also have the skills necessary to implement various elements of business issues in his own or another company in crisis situations or to create new process models. Acquired skills can contribute, for example. to the ability to perfectly manage the company.	
Acquired competences: Acquired transferable competencies include the ability to make autonomous decisions in company crisis management dilemmas, including the company's economic and managerial skills, the ability to decide what space to leave when creating process management, for one's own choice of those who are directly affected by management. The direct competence impact is the competence to provide some forms of management of the creation processes on a given topic. The student will strengthen his decision-making competencies, assertiveness, the ability to work in a value-unorthodox environment of any company.	

Course content:

Basic concepts and principles of process management.
 Qualitative features of business processes.
 Basic business processes.
 Modeling, simulation and optimization of business processes.
 Reengineering of business processes.
 Trends in process management.

Recommended literature:

ZÁVADSKÁ, Z., ŘEPA, V., ZÁVADSKÝ, J. (2013) Požiadavky na procesne riadené organizácie. Poprad: VÚEaM, 2013. 60 s. ISBN 978-80-970458-5-2
 ZÁVADSKÝ, J., ZÁVADSKÁ, Z. (2014) Integrácia procesného manažmentu do systému riadenia podniku. 1. vyd. - Bratislava: Slovenský komitét pre vedecké riadenie ZSVTS, 2014. - 105 s. ISBN 978-80-970684-3-1
 ZÁVADSKÝ, J. 2005. Riadenie výkonnosti podnikových procesov. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta, 2005. 120 s.

Language which is necessary to complete the course: English

Notes:

Student workload: 60 hours.
 Combined education: 15 hours
 Analysis of learning portals and applications: 10 hours.
 Self-study: 35 hours.

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
19,23 %	3,85 %	26,92 %	34,62 %	15,38 %	0 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.

Date of last change: 01.08.2024

Approved by: Prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/DSEe/19	Course title: Diploma seminar (compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/8 per semester distance	
Number of credits: 2	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: The student prepares and submits, after consultation and the procedure of reminding the supervisor of the final work, a working version in the amount of 75% of the work. The diploma seminar is focused primarily on the empirical part in the form of project work in the thesis. Credit is given for work. The assessment is carried out according to the classification scale A, B, C, D, E, FX (credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will gain knowledge and an overview of the methodology and technique of writing the final thesis, especially for its practical application in the form of an empirical part, and will create the first version of the thesis..	
Acquired knowledge: Upon completion of the course, the student will acquire knowledge about the main methods of methodology and the technique of writing the final thesis, especially for its practical application in the form of an empirical part. At the same time, he will understand the essence of research and work with professional scientific literature and acquire the knowledge necessary for the correct presentation of bibliographic sources and work with secondary and primary data.	
Acquired skills: The student can compose the structure of the thesis, a brief annotation, content, the core of the dissertation, the conclusion and the correct citation of bibliographic sources. He will acquire the skills of creating tabular and graphical overviews of the processed data of the problem being solved, their analysis and interpretation, as well as summarizing.	
Acquired competences: Acquired transferable competencies include the ability to think conceptually and analytically, apply synthesis and comparison, which the learner can use in a variety of decision-making situations.	
Course content: 1. Drawing up a time schedule for writing the work of the empirical part. 2. Methodology and technique for creating a final thesis in the context of empirical research. 3. Structuring the work into separate chapters. 4. The first version of the work, the order of comments.	
Recommended literature: SMERNICA č.3/2013 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove. STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.	

<p>PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2.</p> <p>MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6.</p> <p>Smernica č. 1/2018 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove.</p> <p>KATUŠČÁK, D. Ako písať záverečné a kvalifikačné práce. Nitra: Enigma, 2013. 162 s. ISBN 80-89132-45-4.</p> <p>STN ISO 690: 2012. Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.</p>					
Language which is necessary to complete the course: Slovak					
<p>Notes:</p> <p>Student workload: 60 hours.</p> <p>Combined education: 10 hours</p> <p>Analysis of learning portals and applications: 20 hours.</p> <p>Self-study: 30 hours.</p>					
<p>Course evaluation:</p> <p>Total number of evaluated students: 26</p> <p>The Diploma seminar is not evaluated by credit, just is evaluated without credit.</p> <table border="1"> <tr> <td>Credited</td><td>Not credited</td></tr> <tr> <td>100 %</td><td>0 %</td></tr> </table>		Credited	Not credited	100 %	0 %
Credited	Not credited				
100 %	0 %				
Lecturers: PhDr. Mgr. Viera Mokrišová, PhD.					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description for the final state exam subject - Management communication in English

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/MKASe/19	Course title: Management communication in English (final state exam subject) (compulsory course, non-profile course)
Type, scope and method of educational activity: distance	
Number of credits: 4	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student will acquire knowledge in the form of vocabulary from the following areas: public relations, company presentation, trade fairs, entrepreneur and entrepreneurship, company structure, employee recruitment, management.	
Acquired skills: The student will learn to communicate in English on topics from the field of economic reports and work with authentic professional materials and documents directly from the press and the Internet.	
Acquired competences: The student will expand his language and communication skills from the English language to level C1.	
Course content: 1. Communication, goals and forms. 2. Verbal and non-verbal communication. 3. Marketing communication. 4. Advertising, viral marketing. 5. Intercultural communication. 6. Ethics in communication. 7. Presentation of the company. 8. Presentation at fairs. 9. Entrepreneur, manager and business owner. 10. Structure of the company. 11. Selection of employees, interview. 12. Management. 13. Business correspondence. 14. Foreign trade. 15. Globalization and the environment. 16 Taxes. 17. Financial markets. 18. Banks and stock exchange. 19. Securities. 20. Insurance.	
Recommended literature:	

COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Intermediate Business English. Harlow: Pearson Education Limited, 2005. MACKENZIE, I.: English for Business Studies. CUP, 2005. EMMERSON, P.: Essential Business Vocabulary Builder. Macmillan, Oxford.2011. MASCULL, B.: Business vocabulary in use. CUP, 2010. MURPHY, R.: English grammar in use. CUP, 2004. TUBBS, S. L. – Moss, S.: Human Communication. McGraw-Hill, Inc., 1991					
Language which is necessary to complete the course: Slovak, English					
Notes: Student workload: 120 hours. Combined education: 10 hours Listening to the spoken word: 30 hours Analysis of learning portals and applications: 20 hours. Self-study: 60 hours					
Course evaluation: Total number of evaluated students: 23					
A	B	C	D	E	FX
37,5 %	33,33 %	12,5 %	4,17 %	4,17 %	8,33 %
Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description for the final state exam subject - Management communication in German

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/MKNSe/19	Course title: Management communication in German (final state exam subject) (compulsory course, non-profile course)
Type, scope and method of educational activity: distance	
Number of credits: 4	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student will acquire knowledge in the form of vocabulary from the following areas: public relations, company presentation, trade fairs, entrepreneur and entrepreneurship, company structure, employee recruitment, management.	
Acquired skills: The student will learn to communicate in German on topics from the field of economic reports and work with authentic professional materials and documents directly from the press and the Internet.	
Acquired competences: The student will expand his language and communication skills from the German language to level C1.	
Course content: 1. Communication, goals and forms. 2. Verbal and non-verbal communication. 3. Marketing communication. 4. Advertising, viral marketing. 5. Intercultural communication. 6. Ethics in communication. 7. Presentation of the company. 8. Presentation at fairs. 9. Entrepreneur, manager and business owner. 10. Structure of the company. 11. Selection of employees, interview. 12. Management. 13. Business correspondence. 14. Foreign trade. 15. Globalization and the environment. 16 Taxes. 17. Financial markets. 18. Banks and stock exchange. 19. Securities. 20. Insurance.	
Recommended literature:	

<p>BRÜNNER, G.: Wirtschaftskommunikation. Tübingen: Niemeyer, 2000. ISBN: 978-3484312135.</p> <p>DANIELS, A. und Kol.: Mittelpunkt. Stuttgart: Klett, 2008. ISBN 978-3-12-676610-4.</p> <p>EISOLD, K./ SCHOTA, J./ SEIFFERT, Ch.: Eurolingua Deutsch 3. Berlin: Cornelsen, 2007. ISBN 978-3-464-21178-6.</p> <p>MERTEN, K.: Grundlagen der Kommunikationswissenschaft. Münster: LIT Verlag 1999. ISBN: 978-3894735920.</p> <p>PREYER, G.: Intention – Bedeutung – Kommunikation. Opladen: Westdeutscher Verlag, 1997. ISBN: 978-3531129532</p>																	
Language which is necessary to complete the course: Slovak, German																	
<p>Notes:</p> <p>Student workload: 120 hours.</p> <p>Combined education: 10 hours</p> <p>Listening to the spoken word: 30 hours</p> <p>Analysis of learning portals and applications: 20 hours.</p> <p>Self-study: 60 hours</p>																	
<p>Course evaluation:</p> <p>Total number of evaluated students: 2</p> <table border="1"> <tr> <th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> <tr> <td>100,0 %</td><td>0 %</td><td>0 %</td><td>0 %</td><td>0 %</td><td>0 %</td></tr> </table>						A	B	C	D	E	FX	100,0 %	0 %	0 %	0 %	0 %	0 %
A	B	C	D	E	FX												
100,0 %	0 %	0 %	0 %	0 %	0 %												
Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)																	
Date of last change: 01.08.2024																	
Approved by: prof. Ing. Anna Šatanová, CSc.																	

Course description for the final state exam subject - Management communication in Russian

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/MKRSe/19	Course title: Management communication in Russian (final state exam subject) (compulsory course, non-profile course)
Type, scope and method of educational activity: distance	
Number of credits: 4	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The learning outcome will be the student's ability to communicate in a foreign language on specific topics from the field of managerial communication, work with authentic professional materials and documents directly from the press and the Internet, expand lexical and professional knowledge. and proficiency in general and professional language at C1 level.	
Acquired knowledge: The student will acquire knowledge in the form of vocabulary from the following areas: public relations, company presentation, trade fairs, entrepreneur and entrepreneurship, company structure, employee recruitment, management.	
Acquired skills: The student will learn to communicate in Russian on topics from the field of economic reports and work with authentic professional materials and documents directly from the press and the Internet.	
Acquired competences: The student will expand his language and communication skills from the Russian language to level C1.	
Course content: 1. Communication, goals and forms. 2. Verbal and non-verbal communication. 3. Marketing communication. 4. Advertising, viral marketing. 5. Intercultural communication. 6. Ethics in communication. 7. Presentation of the company. 8. Presentation at fairs. 9. Entrepreneur, manager and business owner. 10. Structure of the company. 11. Selection of employees, interview. 12. Management. 13. Business correspondence. 14. Foreign trade. 15. Globalization and the environment. 16 Taxes. 17. Financial markets. 18. Banks and stock exchange. 19. Securities. 20. Insurance.	
Recommended literature:	

KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2008, s. 474. ISBN 978-80-7238-787-8 MROVJĚCOVÁ, L.: Obchodní ruština. Brno: Computer-Press, 2009, s.464. ISBN: 978-80-251-1598-5 DEKANOVÁ, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008.					
Language which is necessary to complete the course: Slovak, Russian					
Notes: Student workload: 120 hours. Combined education: 10 hours Listening to the spoken word: 30 hours Analysis of learning portals and applications: 20 hours. Self-study: 60 hours					
Course evaluation: Total number of evaluated students: 0					
A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description for the final state exam subject - Economics in the field of entrepreneurship

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/EOPSe/19	Course title: Economics in the field of entrepreneurship (final state exam subject) (compulsory, non-profile)
Type, scope and method of educational activity: distance	
Number of credits: 6	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he has acquired during his studies. and the ability to creatively apply this knowledge to business practice. From a content point of view, it represents a systematic view, the relationship and interconnectedness of individual professional subjects of the economics and management study field, and the complexity of understanding the subject from various aspects of the company's economic activity.	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge from economics in the field of entrepreneurship, independently and creatively use the theoretical knowledge of economics in the field of entrepreneurship as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.	
Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area of economics in the field of entrepreneurship.	
Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Control and controlling, strategic and operational level of controlling, tasks and place of controlling in organizations (in our country and in the world). Management accounting, budgeting, reporting and MIS to support controlling. Content, tasks and financial management system of the company, management of capital investments in long-term assets, optimization of the company's capital structure, investment,	

profit distribution and dividend policy of the company.
 Financial markets, financial investments and portfolio theory.
 Key factors and elements of the company's strategy, individual strategic approaches and types of strategic behavior.
 The process of formulating a strategy, evaluating strategic options, developing methods for making strategic decisions.
 Features of the strategy at individual levels of strategic management. Problems of strategy implementation, adaptability and flexibility of the strategy
 Liberalization of international trade, WTO, international movement of capital and labor.
 International forms of business cooperation, transnational companies and their strategies, protection of property in international trade and intellectual property.
 Creative economy, entrepreneurship and creative industry, measurement of the creative economy, development and benefits of the creative economy in Slovakia and the creative industry area at the EU level.
 The creative economy is focused on employment, careers in the creative industries, engaging employees in creativity, managing creative workers, and creative management.
 Creative business in the cultural and creative industry, definition and characteristics, characteristic features of the cultural and creative industry
 Essence, goals and directions of financial analysis, sources of information and users of financial analysis, profitability of the company's assets and contributing factors.
 Analysis of short-term liquidity, long-term solvency and performance, financial position, cash flows, development of the financial situation, forecasting financial difficulties, creditworthiness and financial health.
 Financial planning methods, such as the percentage of sales method and the step-by-step budgeting method, using a specific business as an example.
 Definition of risk, integration of risk management into business practices, risk management process, risk management plans and culture, decision making and decision rules.
 Sensitivity analysis. decision trees. feasibility study. Project evaluation methods.
 The basic definition of business and the definition of the conceptual apparatus in the field of tourism services, their development, trends and specifics.
 Technical and economic analysis, financial analysis and evaluation of the business plan of companies, organizations in the field of tourism.
 Legislative conditions for doing business in the field of tourism and current trends in doing business in the field of tourism.
 Possibility of other topics according to the profile of the study program.

Recommended literature:

ŠATANOVÁ, A. a kol. 2010. Kontroľing. Zvolen : Technická univerzita vo Zvolene, 2010. 115 s. ISBN 978-80-228-2132-2. ESCHENBACH, R. Controlling. Praha: Codex, 2000. 812 s. ISBN 80-85963-86-8.
 HORVÁTH&PARTNERS: Nová koncepcie controllingu, Profess Consulting, 2004
 KUTÁČ, J., JANOVSÁ, J. (2012) Podnikový controlling. (Učebný text). Ostrava: VŠB TU Ostrava, 2012. 155 s. ISBN 978-80-248-2593-9 el. zdroj: <https://docplayer.cz/1057778-Podnikovy-controlling.html>
 KRÁČOVIČ, J. – VLACHYNSKÝ, K.: Finančný manažment. 3. preprac. a dopl. vydanie. Bratislava : IURA EDITION 2011, ISBN 978-80-8078-356-3.
 VALACH, J.: Investiční rozhodování a dlouhodobé financování. Praha : Ekopress, 2006.
 BREALEY, R. A. – MYERS, S. C.: Teorie a praxe firemních financí. Praha : Computer Press 2000, ISBN 80-7226-189-4.
 VOLOŠIN, M.: Strategický manažment podniku. 2. vydanie. Bratislava : Ekonóm 2007.
 SLÁVIK, Š.: Strategický manažment. Bratislava : Sprint dva, 2013.

PAPULA, J., PAPULOVÁ, Z.: Stratégia a strategický manažment. Bratislava: Wolters Kluwer 2012.

GERVAIS, M., KITA, J., VOLOŠIN, M.: Stratégia podniku – cesty zvyšovania jeho pružnosti a reakčnej schopnosti. Prešov : Manacon, 1999.

VOLOŠIN, M, a kol.: Kvantitatívne metódy v riadení podniku. Bratislava : Ekonóm 2006.

ŠTRACH, P. (2009). Mezinárodní manažment. Praha: Grada.

BALÁŽ, P. a kol. (2010). Medzinárodné podnikanie. Bratislava: Sprint.

VARADZIN, F. (2013). Mezinárodní ekonomie. Praha: Professional Publishing.

MACHKOVÁ, H. a kol. (2013). Mezinárodní obchodní operace. Praha: Grada.

BALOG, M. (2015). Možnosti rozvoja kreatívneho priemyslu na Slovensku. SIEA, 2015, ISBN: 978-80-88823- 56-8

CIKÁNEK, M (2009). Kreativní Priemysly – příležitost' pre novú ekonomiku. Praha: Institut umenia – Divadelní ústav. ISBN 978-80- 7008 – 231-7

HOWKINS, J. (2001). The Creative Economy: How people Make Money from Ideas. London : Penguin Books, 2001, 288 s. ISBN 9780141977034

JOMBÍK, V. (2011). Vláda má kreatívnemu prostrediu vytvoriť podmienky. Stratégie, ISSN 1335-2016,2011 č.5, s.22.

GRÜNWALD, R. – HOLEČKOVÁ, J.: Finanční analýza a plánování podniku. Praha: Ekopress, 2009/10. ISBN 978-80-86929-26-2 3.

KOTULIČ, R. – KIRÁLY, P. – RAJČÁNIOVÁ, M.: Finančná analýza podniku + CD. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-342-6 4.

KISLINGEROVÁ, E. – HNILICA, J.: Finanční analýza krok za krokem. Praha: C.H.BECK, 2005. ISBN 80-7179-321-3.

RYBÁROVÁ, D. – GRISÁKOVÁ, N., (2010). Podnikateľské riziko. Bratislava : IURA EDITION, 2010. 179 s. ISBN 978-80-8078-377-8

STN 01 0380 Manažerstvo rizika, AS/NZS 4360:1999, marec 2003

DUCKERT, G. H. (2011). Practical Enterprise Risk Management. New Jersey, John Wiley and Sons, Inc., 2011

KUČEROVÁ, J. – L.ŠMARDOVÁ. Podnikanie v cestovnom ruchu. Bratislava: Wolters Kluwer, 2016.208 s. ISBN 978-80-8168-396-1.

GOELDNER, CH. R. – RICHIE, J. R. Cestovní ruch. Principy, příklady, trendy. 1. vyd. Brno: BizBooks, 2014. 545 s. ISBN 978-80-251-2595-3.

BOROVSKÝ, J. – SMOLKOVÁ , E.- NIŇAJOVÁ , I. Cestovný ruch- trendy a prespektívy. Bratislava: IURA EDITION, spol. s r.o. 2008. 280 s. ISBN 978-80-8078-215-3.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 180 hours.
 Combined education: 30 hours
 Preparation and presentation of the final thesis: 40 hours.
 Analysis of learning portals and applications: 30 hours.
 Self-study: 80 hours.

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
26,92 %	19,23 %	19,23 %	93,23 %	15,38 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description for the final state exam subject - Management and marketing in business

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MOPSe/19	Course title: Management and marketing in business (final state exam subject) (compulsory, non-profile)
Type, scope and method of educational activity: distance	
Number of credits: 6	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he has acquired during his studies. and the ability to creatively apply this knowledge to business practice. From a content point of view, it represents a systematic view, the relationship and interconnectedness of individual professional subjects of the economics and management study field, and the complexity of understanding the subject from various aspects of the company's economic activity.	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge from economics and business management, independently and creatively use the theoretical knowledge of economics and business management as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.	
Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area of economics and business management.	
Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Project, project management - basic concepts, standards and project management methodologies. Project Life Cycle – Project life cycle models. Project organization (project organizational structure, project team, project communication), project sustainability and advanced project management practices. Communication agency, advertising, advertising agency.	

Creativity and media, advertising campaign, creation of a communication strategy and creative task, brand building, organization of events and promotion, economic aspects of production.

Advertising agency and social marketing, financing of social campaigns, fundraising.

Characteristics of the sales function and typology of buyers.

Product, price, distribution and communication in the context of sales.

Requirements for a professional seller, preparation for sales and sales tactics, the beginning, essence and end of a sales conversation.

Quality - concepts, definitions, methods and tools of quality management, principles, functions, quality management models and the concept of quality management based on ISO standards.

Quality in pre-production, quality planning, quality in supply, in production, quality assurance in various types of production, quality assurance in post-production and after-sales stages and activities, as well as quality management in the service sector.

Audits, certification of products and services, certification systems.

Economics of quality, quality costs and losses from non-conformity to quality, methods and tools of quality management.

Organizational behavior, basic personality traits, personal characteristics of managers, manager profile, managerial roles, power, authority, responsibility, authority, delegation, centralization, decentralization and participation.

Personality in the organization and requirements for his job application, teamwork, team building, team leader position and the effectiveness of work teams.

People management, leadership styles, systems theories of leadership, transactional and transformational leadership, coaching, negotiation and management of organizational dynamics.

Basic concepts and principles of process management.

Qualitative features of business processes and core business processes.

Modeling, simulation and optimization of business processes and reengineering of business processes. Trends in process management.

Organizational structure and communication, communication networks, formal and informal communication, effective communication in the organization and its improvement.

Types of communication and means of communication in the organization, communication barriers, the personality of the leader and the communication skills of the manager.

Effective meeting and interview management, presentation skills and bad communication habits.

Intercultural specificity in the process of communication.

Possibility of other topics according to the profile of the study program.

Recommended literature:

MAJTÁN, M. (2009) Projektový manažment. Bratislava: Sprint2, 2009. 299 s. ISBN 978-80-89393-0-53

HRABLIK CHOVANOVÁ, H. – ŠUJANOVÁ, J. Vyššie formy projektového manažmentu. Trnava: AlumniPress, 2009. 98 s. ISBN 978-80-8096-105-3.

SVOZILOVÁ, A. Projektový management. Praha: Grada Publishing, 2006. 353 s. ISBN 80-247-1501-5.

HVIZDOVÁ, E. JR.; J. LANGOVÁ; E. HVIZDOVÁ. 2015. Vision of the marketing management of NPOs in the European context interviewed of the renewed experts on the issue. 1. vyd. – Mainz : Logophon Verlag GmbH. ISBN 978-3-936172-32-4.

KAPFERER, JEAN-NOËL. 2012. The New Strategic Brand Management. ISBN 9780749465155.

KOTLER, P., N. R. Lee . 2011. Social Marketing, SAGE Publications.

KOTLER, P., 2007. Moderní marketing. Praha: Grada Publishing. ISBN 8024715452

SARGEANT, A., 2009. Marketing Management for Nonprofit Organizations, Oxford U. Press.

FILIPOVÁ, A. Umění prodávat. 3. vyd. Praha, Grada, 2015. 210 s. ISBN 978-80-247-3511-5

MAJTÁN, Š. a kol.. Odbytová stratégia. Bratislava: Sprint 2, 2013. 280 s. ISBN 978-80-893-9392-3.

ZAMAZALOVÁ, M. Marketing obchodní firmy. Praha: Grada, 2008. 240 s. ISBN 978-80-247-2049-4.

ŠATANOVÁ, A. a kol. (2008): Manažérstvo kvality: Vysokoškolská učebnica, Zvolen, Technická univerzita vo Zvolene, 2008. 352 s., ISBN 978-80-228-1928-2.

KAPSDORFEROVÁ, Z. -- PYŠNÝ, T. Quality management. Nitra . 2012. ISBN 978-80-552-0937-1.

KAPSDORFEROVÁ, Z.: Manažment kvality. SPU, 2010, 146 s. ISBN 978-80-552-0490-1

MARN, J.: Nástroje kvality A-Z, ISBN 80-967022-2-x

NENADÁL, J. - NOSKIEVIČOVÁ, D. - PETŘÍKOVÁ, R. - PLURA, J.- TOŠENOVSKÝ, J.: Moderní systémy řízení jakosti. 2 vyd. Magement Press, Praha 2002, ISBN 80-7261-071-6

OLEXOVÁ, C. 2012. Organizačné správanie. Bratislava : Vydavateľstvo EKONÓM, 2012. 121 s. ISBN 978-80-225-3395-9.

MIHALČOVÁ, B. - BOSÁKOVÁ, M. - OLEXOVÁ, C. 2003. Vybrané kapitoly z organizácie manažérskej práce. Bratislava : Ekonóm, 2003. 164 s. ISBN 80-225-1630-9.

PORVAZNÍK, J. 2011. Celostný manažment. Bratislava: Sprint dva. 360 s.

STRAČÁR, V. a kol. 2003. Organizácia manažérskej práce. Bratislava : Ekonóm, 2003. ISBN 80-225-0502-1.

BAŠISTOVÁ, A. – OLEXOVÁ, C. 2012. Organizačná kultúra ako nástroj riadenia ľudských.

ZÁVADSKÁ, Z., ŘEPA, V., ZÁVADSKÝ, J. (2013) Požiadavky na procesne riadené organizácie. Poprad: VÚEaM, 2013. 60 s. ISBN 978-80-970458-5-2

ZÁVADSKÝ, J., ZÁVADSKÁ, Z. (2014) Integrácia procesného manažmentu do systému riadenia podniku. 1. vyd. - Bratislava: Slovenský komitét pre vedecké riadenie ZSVTS, 2014. - 105 s. ISBN 978-80-970684-3-1

ZÁVADSKÝ, J. 2005. Riadenie výkonnosti podnikových procesov. Banská Bystrica: Univerzita Mateja Bela, Ekonomická fakulta, 2005. 120 s.

SZARKOVÁ, M. 2011. Komunikácia v manažmente. Bratislava: Ekonóm. 280 s. ISBN 978-80-225-3251-8.

KHELEROVÁ, V. 1999. Komunikační a obchodní dovednosti manažéra. Grada, Praha 1999.

PORVAZNÍK, J. 2011. Celostný manažment. Bratislava: Sprint dva. 360 s.

VYBÍRAL, Z.: Psychologie komunikace. Praha, 2005

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 180 hours.

Combined education: 30 hours

Preparation and presentation of the final thesis: 40 hours.

Analysis of learning portals and applications: 30 hours.

Self-study: 80 hours.

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
23,08 %	23,08 %	19,23 %	11,54 %	15,38 %	7,69 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/DIPe/19	Course title: Diploma Thesis (defense) (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/consultation 0/12 per semester distance	
Number of credits: 12	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites: a student has to earn the required number of credits	
Conditions for passing the course: The condition is to write and submit the final version of the final diploma thesis, which is prepared on a topic written by the supervisor and approved by the head of the department. The thesis must be original, created by the author, using the indicated information sources and respecting copyright. The required range of 40-60 standard pages without attachments, in a standard formal arrangement, must be observed. It should contain theoretical and possibly application chapter, together with a section on the definition of work methodology and research methods. The diploma thesis is submitted in two printed copies, its electronic version, which must be identical to the printed version, is inserted by the student into the final theses registration system in PDF format. The originality of the thesis is assessed in the central register of theses. A report on the originality of the final thesis is drawn up on the result of the originality check. Checking originality is a necessary condition for defense. Part of the submission of the work is the conclusion of a license agreement for the use of the digital copy of the work between the author and the Slovak Republic on behalf of the college/university. The diploma thesis is assessed by the supervisor of the diploma thesis and the opponent, who prepare assessments according to the established criteria. The Commission for State Examinations will evaluate the progress of the defense in a closed session and decide on the classification. During the classification, it comprehensively assesses the quality of the diploma thesis and its defense, taking into account the assessments and the course of the defense, and evaluates it with one common grade. The decision on the result of the defense will be announced by the chairman of the commission together with the result of the relevant state exam for compliance with the rules required by the protection of personal data (GDPR).	
Learning outcomes: The diploma thesis verifies mastery of theory and professional terminology, basic standard scientific methods and the level of knowledge that the student acquired during his studies. It demonstrates the ability of independent professional work from a content and formal point of view. The thesis usually brings partial knowledge within the field. Acquired knowledge: The student can independently and creatively use professional sources, analyze and evaluate the current state of the problem in his/her field, synthesize and apply the acquired theoretical knowledge in practical educational activities, adequately choose research procedures and functionally apply them. Acquired skills:	

The student is able to present and defend his/her professional position on the problems of educational work and to find ways to solve them.

Acquired competences:

The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.

Course content:

The thesis defense has a steady course:

1. Introductory speech of the graduate, presentation of the results of the final thesis.
2. Presentation of the main points from the written opinions of the supervisor and the opponent.
3. Answering the questions of the supervisor and the opponent.
4. A professional debate on the thesis with questions to the graduate.

The thesis is available to the committee during the defense. The graduate's introduction should include the following points in particular:

1. Brief justification of the choice of the topic, its topicality, practical benefit.
2. Clarification of the objectives and methodology of the work.
3. The main content issues of the thesis.
4. Conclusions and practical recommendations reached by the graduate.

During the presentation, the graduate has his/her own copy of the thesis or a written introduction. The speech will be delivered separately. It can make use of computer technology. The opening performance should be short, not exceeding ten minutes.

Recommended literature:

SMERNICA č.1/2018 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove.
STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.

PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2.

MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6. Iné zdrojové dokumenty podľa zamerania témy práce.

Language which is necessary to complete the course: Slovak language (in the case of the rector's written consent, also in a foreign language with a summary of the thesis and chapters in the Slovak language)

Notes:

Student workload: 360 hours.

Combined education: 70 hours

Preparation and presentation of the final thesis: 130 hours.

Analysis of learning portals and applications: 60 hours.

Self-study: 100 hours

Course evaluation:

Total number of evaluated students: 26

A	B	C	D	E	FX
34,62 %	30,77 %	3,85 %	11,54 %	19,23 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Thesis supervisor)

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Communication techniques in management

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/KTMe/19	Course title: Communication techniques in management (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge during a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The evaluation method consists of: individual project work – semester work (30%), final written or oral exam (70%). The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Acquisition of basic knowledge about the meaning, forms, methods of communication and methods of effective communication in a company. The acquisition of basic competencies and abilities of communication in an organization, interpersonal communication, presentation, the ability to conduct group meetings and conversations, as well as assertive forms of behavior. Knowledge of communication barriers and how to overcome them.	
Acquired knowledge: The student will gain knowledge about the theoretical foundations of communication in terms of its structure (vertical, horizontal and diagonal, formal, informal, verbal, non-verbal), communication networks (types, their formation and their analysis), means of communication in a company, effective communication and barriers and bad communication habits. At the same time, he will acquire knowledge related to the personality of the leader and his communication skills in the framework of interpersonal communication, effective management of meetings and conversations with employees, as well as knowledge related to active and passive listening, assertive behavior. and persistent communication as well as presentation skills through an interactive exercise. Familiarize yourself with intercultural features in the process of communication.	
Acquired skills: The student has basic knowledge about the meaning, forms, methods of communication and techniques for effective communication in a company and can apply them in a given team project, as well as implement them in cases. He also has meeting management skills, presentation skills and is able to practice assertive methods. He can design and develop a communications plan for the company.	
Acquired competences: The student is able to cope with stressful situations and obstacles, has the skill of working with information, has the ability to take responsibility, identify and solve problems, has the	

ability to communicate with people and negotiate with them. The acquired basic competencies and communication skills are applicable both in individual companies and in other organizational and legal forms of companies in the personnel department, at different levels of management, in various sectors of the economy, where communication in personnel relations is the most important means of passing through information. The acquired competencies will influence, enrich with new knowledge and attitudes, regulate actions and behavior, promote integration into society and the creation of social contacts not only in work, but also in the personal life of the individual.

Course content:

Organizational structure and communication (vertical, horizontal and diagonal communication), communication networks (types, creation and analysis of communication networks), formal and informal communication. Effective communication in the organization and its improvement.

Theoretical foundations of communication. Types of communication and means of communication in the organization, communication barriers. Verbal communication. Non-verbal communication

Manager's personality and communication skills. Interpersonal communication.

Methods of active and passive listening. Active and passive writing techniques.

Confident behavior and confident communication.

Effective management of meetings and interviews. Presentation skills. Bad communication habits

Intercultural specificity in the process of communication. interactive exercises.

Recommended literature:

SZARKOVÁ, M. 2011. Komunikácia v manažmente. Bratislava: Ekonóm. 280 s. ISBN 978-80-225-3251-8.

KHELEROVÁ, V. 1999. Komunikační a obchodní dovednosti manažéra. Grada, Praha 1999.

PORVAZNÍK, J. 2011. Celostný manažment. Bratislava: Sprint dva. 360 s.

DONELLY, J.H. a kol. 1997. Management. Praha: Grada. 815 s.

PEASE, A.: 2000. Reč tela – čítanie a používanie giest.

VYBÍRAL, Z.: Psychológia komunikace. Praha, 2005

SEEMANN, P. 2021. Komunikačné techniky. Žilina: Žilinská Univerzita: ISBN 978-80-5541-793-6.

KARLÍČEK, M. 2016. Marketingová komunikace. Jak komunikovat na našej trhu. Praha: Grada Publishing. ISBN13 978-80-24757-69-8.

RADVANSKÁ, K., E., HVIZDOVÁ. 2020. Managerial communication issues. Prešov: VŠ Medzinárodného podnikania ISM Slovakia v Prešove. ISBN 978-80-89372-87-4.

Language required for this course: Slovak

Notes:

Student workload: 120 hours

Combined training: 20 hours

Work on the project: 40 hours

Self study: 60 hours

Item grading

Total number of assessed students: 28

A	B	C	D	E	FX
39,29 %	21,43 %	17,86 %	14,29 %	7,14 %	0 %

Lecturers: PhDr. Ing. Eva Hvizdová, PhD., university associate professor

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Economics and business in the field of tourism services

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/EPRe/19	Course title: Economics and business in the field of tourism services (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge during a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The student demonstrates the studied issue by applying the knowledge on the example of a selected tourism business or even a fictitious tourism business by submitting a semester paper, which he presents orally. The student will write a written test that will verify the taught issue from the point of view of mastering the theoretical definition and conceptual apparatus, relations and connections of the economy and business in the tourism services sector. The evaluation of the subject is comprehensive and consists of: evaluation of the written or oral exam (60%), and defense of semester work (40%). The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Upon successful completion, students will be able to understand the importance of the tourism industry for the state economy and name the specifics of companies operating in this industry, understand the economic context of business decisions of tourism companies and determine their impact on regional and national economic development. He will master the knowledge and skills of the methods, procedures and processes of a business plan in the field of tourism. He/she will acquire tools for the development, economic analysis and implementation of the business strategy of the tourism enterprise, and finally acquire the ability to use analytical methods in the management of tourism enterprises.	
Acquired knowledge: The student will gain knowledge in the field of entrepreneurship in the field of tourism services, considering its specifics, macro-environment factors affecting the competitiveness of tourism enterprises, sustainable development policies, and also acquire the necessary knowledge regarding strategic decision-making. Creation and its impact on business. At the same time, the student will become familiar with the knowledge of technical and economic analysis, financial analysis, business plan evaluation, financing, legislation and marketing.	
Acquired skills: The student can apply the methods, procedures and processes of the business plan in applied practice. He can develop economic analysis and implement the business strategy of a tourism enterprise, and understands the analytical methods of managing tourism enterprises. Oriented	

in the issue of marketing tools, understands the specifics of tourism services and can evaluate individual marketing tools from the point of view of the company's competitiveness.

Acquired competences:

The student will strengthen his competencies in the business environment, not only in the domestic but also in the international market. He is able to make independent decisions in a tangle of economic dilemmas and to consider business activity in a broader context. The direct impact of competence is competence within business activities.

Course content:

Basic theoretical definition of business and the definition of the conceptual apparatus in the field of tourism services.

Development of tourism, tendencies of service providers, specificity of tourism.

Macro-environmental factors affecting the competitiveness of business in the tourism industry.

The policy of sustainable development, the importance of strategic decisions and their impact on business in the tourism industry.

Technical and economic analysis, financial analysis and evaluation of the business plan of companies, organizations in the field of tourism.

The Importance of Marketing for Travel Businesses

Legislative conditions for doing business in the tourism sector.

Financing of tourism from the funds of the European Union.

Modern business trends in the tourism industry.

Recommended literature:

HVIZDOVÁ, E. 2020. *Ekonomika a podnikanie v službách cestovného ruchu*. Prešov: VŠ Medzinárodného podnikania ISM Slovakia v Prešove. ISBN 978-80-89372-86-7.

HVIZDOVÁ, E. 2017. *Ekosystémové kontexty ako šance pre podnikanie v oblasti udržateľného cestovného ruchu*. Prešov: VŠ medzinárodného podnikania ISM Slovakia. ISBN 978-80-89372-71-3.

HVIZDOVÁ, E. 2014: *Typológia spotrebiteľov na trhu cestovného ruchu*. VŠ Medzinárodného podnikania ISM Slovakia v Prešove, 2014. ISBN 978 – 80 – 89372 – 60 – 7.

KUČEROVÁ, J. – Ľ.ŠMARDOVÁ. *Podnikanie v cestovnom ruchu*. Bratislava: Wolters Kluwer, 2016. 208 s. ISBN 978-80-8168-396-1.

GOELDNER, CH. R. – RICHIE, J. R. *Cestovní ruch. Principy, příklady, trendy*. 1. vyd. Brno: BizBooks, 2014. 545 s. ISBN 978-80-251-2595-3.

RYGLOVÁ, K. – BURIAN, M. – VAJČNEROVÁ, I. *Cestovní ruch – podnikatelské principy a příležitosti v praxi*. 1. vyd. Praha: Grada Publishing, 2011. 216 s. ISBN 978-80- 247-4039-3

BOROVSKÝ, J. – SMOLKOVÁ, E.- NIŇAJOVÁ, I. *Cestovný ruch- trendy a perspektívy*.

Bratislava: IURA EDITION, spol. s r.o. 2008. 280 s. ISBN 978-80-8078-215-3.

Language which is necessary to complete the course:Slovak

Notes:

Student workload: 12 hours.

Combined education: 20 hours

Semester work: 40 hours.

Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 27

A	B	C	D	E	FX
18,52 %	25,93 %	18,52 %	18,52 %	18,52 %	0 %

Lecturers: doc. Alla Medyanyk Domyshche, PhD.; PhDr. Ing. Eva Hvizdová, PhD., university associate professor

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Management communication in English III.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/MKA3e/19	Course title: Management communication in English III. (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check during the semester - 30% student activity - 10% final exam (written and oral part) – 60% Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcomes will be the student's ability to communicate in a foreign language on specific topics from theory and practice in accordance with the course program, work with genuine professional materials and documents directly from financial institutions, the press and the Internet, as well as expand lexical and professional knowledge and general professional and language skills at level C1.	
Acquired knowledge: The student will acquire vocabulary in the areas of business correspondence, foreign trade, globalization and the environment, taxes, financial markets, banks.	
Acquired skills: The student will learn to work with authentic professional materials and documents directly from financial institutions, the press and the Internet on specific topics from theory and practice in accordance with the course program.	
Acquired competences: The student will expand lexical competencies from professional English to C1 level.	
Course content: Business correspondence. International trade. Globalization and the Environment Taxes. Financial markets. Banks and stock exchange. Securities. Insurance	
Recommended literature: COTTON, D. – FALVEY, D. – KENT, S.: Market Leader, Intermediate Business English. Harlow: Pearson Education Limited, 2005 MACKENZIE, I.: English for Business Studies. CUP, 2005 MASCULL, B.: Business Vocabulary in Use. Macmillan, Oxford, 2011 Business Spotlight journals 2009 – 2011 TUBBS, S. L. – Moss, S.: Human Communication. McGraw-Hill, Inc., 1991	

Language which is necessary to complete the course: Slovak, English					
Notes: Student workload: 120 hours. Combined education: 20 hours Analysis of learning portals and applications: 30 hours. Self-study: 70 hours					
Course evaluation: Total number of evaluated students: 24					
A	B	C	D	E	FX
25,0 %	29,17 %	20,83 %	20,83 %	4,17 %	0 %
Lecturers: PhDr. Katarína Radvanská					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description - Management communication in German III.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/MKN3e/19	Course title: Management communication in German III. (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check during the semester - 30% student activity - 10% final exam (written and oral part) – 60% Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcomes will be the student's ability to communicate in a foreign language on specific topics from theory and practice in accordance with the course program, work with genuine professional materials and documents directly from financial institutions, the press and the Internet, as well as expand lexical and professional knowledge and general professional and language skills at level C1.	
Acquired knowledge: The student will acquire vocabulary in the areas of business correspondence, foreign trade, globalization and the environment, taxes, financial markets, banks.	
Acquired skills: The student will learn to work with authentic professional materials and documents directly from financial institutions, the press and the Internet on specific topics from theory and practice in accordance with the course program.	
Acquired competences: The student will expand lexical competencies from professional German to C1 level.	
Course content: Business correspondence. International trade. Globalization and the Environment Taxes. Financial markets. Banks and stock exchange. Securities. Insurance	
Recommended literature: BRÜNNER, G.: Wirtschaftskommunikation. Tübingen: Niemeyer, 2000. ISBN: 978-3484312135. DANIELS, A. und Kol.: Mittelpunkt. Stuttgart: Klett, 2008. ISBN 978-3-12-676610-4. EISOLD, K./ SCHOTA, J./ SEIFFERT, Ch.: Eurolingua Deutsch 3. Berlin: Cornelsen, 2007. ISBN 978-3-464-21178-6. MERTEN, K.: Grundlagen der Kommunikationswissenschaft. Münster: LIT Verlag 1999.	

ISBN: 978-3894735920. PREYER, G.: Intention – Bedeutung – Kommunikation. Opladen: Westdeutscher Verlag, 1997. ISBN: 978-3531129532					
Language which is necessary to complete the course: Slovak, German					
Notes: Student workload: 120 hours. Combined education: 20 hours Analysis of learning portals and applications: 30 hours. Self-study: 70 hours					
Course evaluation: Total number of evaluated students: 2					
A	B	C	D	E	FX
100,0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: PhDr. Zuzana Karabinošová					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

Course description - Management communication in Russian III.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/MKR3e/19	Course title: Management communication in Russian III. (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to SP. Credits will not be awarded to a student who has not met the required criteria. Termination conditions: 1. knowledge check during the semester - 30% student activity - 10% final exam (written and oral part) – 60% Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The learning outcomes will be the student's ability to communicate in a foreign language on specific topics from theory and practice in accordance with the course program, work with genuine professional materials and documents directly from financial institutions, the press and the Internet, as well as expand lexical and professional knowledge and general professional and language skills at level C1.	
Acquired knowledge: The student will acquire vocabulary in the areas of business correspondence, foreign trade, globalization and the environment, taxes, financial markets, banks.	
Acquired skills: The student will learn to work with authentic professional materials and documents directly from financial institutions, the press and the Internet on specific topics from theory and practice in accordance with the course program.	
Acquired competences: The student will expand lexical competencies from professional Russian to C1 level.	
Course content: Business correspondence. International trade. Globalization and the Environment Taxes. Financial markets. Banks and stock exchange. Securities. Insurance	
Recommended literature: KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2008, s. 474. ISBN 978-80-7238-787-8 MROVJĚCOVÁ, L.: Obchodní ruština. Brno: Computer-Press, 2009, s.464. ISBN: 978-80-251-1598-5 DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008.	

Language which is necessary to complete the course: Slovak, Russian					
Notes: Student workload: 120 hours. Combined education: 20 hours Analysis of learning portals and applications: 30 hours. Self-study: 70 hours					
Course evaluation: Total number of evaluated students: 0					
A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: Mgr. Katarína Lažová					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OPMe/19	Course title: Pre-service Practice (elective compulsory, non-profile)
Type, scope and method of educational activity: pre-service 36 teaching hours/27 working hours per semester	
Number of credits: 2	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: Development of an innovation project. Credit. The evaluation of the subject is focused on the presentation of the final project, which will include the proposal of improving the work process after completing the internship in the selected company. The benefit should be an innovative view of the issue of a specific workplace or performed activity. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Stimulation of the student's identification with the future profession. Acquiring work habits, testing the knowledge, skills and work methods that he has mastered during his studies. An employer with whom a student had an internship may, for example. influence the educational process through the theme of the thesis and contribute to the deepening of knowledge on the issue being addressed through consultations.	
Acquired knowledge: The student will gain knowledge about exploitation, about the realities of specific organizations. The student will gain knowledge related to the work of organizations.	
Acquired skills: The student is learning how the organization works. The student will learn how to prepare a report from professional practice.	
Acquired competences: The student will strengthen their competencies for working in a team. The student will strengthen their working competencies.	
Course content: When performing professional practice, the student has the opportunity to choose several forms of its implementation: <ul style="list-style-type: none"> - participation in professional practices organized by the department, - work in a company under the guidance of a consultant, - participation in the international research group in the solution of the project, - volunteering, - creation of own company, - solution of selected cases, - participation in the organization of conferences and international events. 	
Recommended literature: Literary sources in accordance with the individual activity of the student in professional practice.	
Language which is necessary to complete the course: <i>Slovak, English, other</i>	

Notes:

Student workload: 60 hours.

Preparation of self-assessment: 10 hours.

Preparation of outputs from professional practice: 20 hours.

Analysis of an organization suitable for practice: 10 hours.

Self-study of the organization and the search for innovative ideas for improvement: 20 hours

Course evaluation:

Total number of evaluated students: 26

The Pre-service Practice is not evaluated by credit, just is evaluated without credit.

Credited	Not credited
100 %	0 %

Lecturers: PhDr. ThLic. Ing. Jozef Polačko, PhD., university associate professor

Date of last change: 01.08.2024

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/Mle/24	Course title: Managerial informatics (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. In order to successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The conditions for the award are: passing an online test - 20% preparation of the assignment and submission in electronic form - 80% Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The aim of the subject is to gain an overview of the theoretical foundations of management informatics. At the same time, it is necessary to provide students with basic information about the selection, creation and characteristics of information systems and their management-oriented modules.	
Acquired knowledge By completing this subject, the student will gain knowledge about the collection, transmission and processing of management information by various technical means and information systems. The student will gain an overview of corporate information systems for intermediate and advanced students	
Acquired skills Students will become familiar with the categorization of corporate information systems and current trends in their development. As part of practical skills, emphasis is placed on the control of the system for enterprise resource planning (ERP)	
Acquired competences The student will strengthen his analytical competences and the ability to assess the essence of a simple problem that he will encounter in the field of implementing and using information systems in practical conditions.	
Course content: Introduction to the issue, basic terms and definitions, essence and meaning of information. Information (knowledge) pyramid. Content and resources of management informatics. Information and communication technologies. Information management. Informatics in the production process, in the non-production process and in services,	

Categorization of information systems. Transaction information systems. Management information systems. Executive information systems. Information systems such as Business Intelligence and building data warehouses (DW). Electronic business.					
Recommended literature: GÁLA, L. - POUR, J. - TOMAN, P. PODNIKOVÁ INFORMATIKA. PRAHA: GRADA PUBLISHING, 2006. 482S. ISBN 80-247-1278-4. BRUCKNER, T A KOL. 2012: TVORBA INFORMAČNÝCH SYSTÉMOV. PRAHA: GRADA 2012, ISBN 978 - 80 -247 - 4153 – 6 DEMOČ KLUBICA ALÁČ PETRUŠ: PROJEKTOVANIE INFORMAČNÝCH SYSTÉMOV. 2006, TU ZVOLEN MOLNÁR A KOL.: MODERNÍ METODY ŘÍZENÍ IS. 1992, GRADA, PRAHA SODOMKA KLČOVÁ: INFORMAČNÍ SYSTÉMY V PODNIKOVÉ PRAXI. 2010, COMPUTER PRESS, BRNO					
Language which is necessary to complete the course: Slovak					
Notes: Student workload: 120 hours. Combined education: 30 hours Analysis of learning portals and applications: 30 hours. Self-study: 60 hours					
Course evaluation: Total number of evaluated students: 0					
A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: PhDr. ThLic. Ing. Jozef Polačko, PhD., university associate professor					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OCPe/24	Course title: Business valuation (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/consultation 0/10 per semester distance	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The evaluation method consists of: continuous test (alt. online test) during the semester; final test (alt. online test). Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The result of the education will be the acquisition of selected mathematical and economic knowledge and methods that can be used in practice in the field of economics and management in business.	
Acquired knowledge: After completing the subject, the student based on the acquired knowledge. He understands the methods of valuing the company and its assets. The student actively masters basic concepts in the field of business valuation.	
Acquired skills: The graduate can apply the acquired mathematical knowledge in solving specific assessment tasks that he will encounter during his further studies or in practice. He correctly chooses the valuation method for the valuation of the enterprise, compiles the financial plan of the enterprise and determines the discount rate for the valuation of the enterprise. Based on the acquired knowledge, he can independently expand his knowledge in the field of business valuation by searching for related knowledge in professional literature.	
Acquired competences: The graduate can use the acquired knowledge and skills while studying other disciplines of a quantitative nature. He can also use the acquired knowledge and skills in practice to analyze specific problems.	
Course content: Basic terms from business valuation, main reasons leading to valuation Business valuation methods and their legal aspects Preparation of input data for company valuation - summary (strategic analysis, financial analysis, asset analysis, etc.) Value generators	

Risk-free rate of return, cost of equity capital, discount rate (CAMP, modular method) Valuation based on revenue analysis Valuation of the company using the method of discounted cash flows (DCF) - free cash flows Valuation of the company using the method of discounted cash flows (DCF) - EVA Entity, EVA Equity Valuation of the company using the method of discounted cash flows (DCF) - MVA, TSV... Valuation using the capitalized net income method Valuation using the method of combined (corrected) income methods Appreciation of synergistic effects in mergers Sectoral specifics in the valuation of companies (companies with a reduced lifespan)					
Recommended literature: ALLEN, R.A. a kol. <i>Principles of corporate finance</i> . 13. vyd. - McGraw-Hill - 2019. - 994 s. - ISBN 1260565556. KRABEC T. <i>Oceňování podniku a standardy hodnoty</i> . 1. vyd. Praha: Grada Publishing - 2009. - 264 s. - ISBN 978-80-247-2865-0. ZIMA, P. <i>Oceňování podniků v právní praxi</i> . Praha: C. H. Beck. - 2016 - ISBN 978-80-7400-623-4. MAŘÍK M.a.kol. <i>Metody oceňování podniku. Proces ocenění, základní metody a postupy</i> . Praha: Ekopress. - 2018 - 550 s. - ISBN 978-80-87865-38-5. KISLINGEROVÁ E. <i>Oceňování podniku</i> . 2. vyd. Praha: C. H. Beck - 2001 - ISBN 80-7179-529-1. VOCHOZKA M. a kol. <i>Metody komplexního hodnocení podniku</i> . 2. aktualizované. Praha, Česká republika: Grada Publishing - 2020 - 479 s. - ISBN 978-80-271-1701-7. VOZÁR, M. a KOMORNÍK, J. <i>Oceňovanie podnikov</i> . Kartprint - 2012 - 250 s. - ISBN 9788089553075. JAKUBEC, M. a KARDOŠ, P. <i>Riadenie hodnoty podniku</i> . Wolters Kluwer SK - 2016 - 284 s. - ISBN 978-80-8168-460-9.					
Language which is necessary to complete the course: Slovak					
Notes: Student workload: 120 hours. Combined education: 20 hours Analysis of learning portals and applications: 30 hours. Self-study: 70 hours					
Course evaluation: Total number of evaluated students: 0					
A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: Ing. Jakub Horák, PhD., university associate professor					
Date of last change: 01.08.2024					
Approved by: prof. Ing. Anna Šatanová, CSc.					