



PROGRAM: BUSINESS ECONOMICS AND MANAGEMENT

Three year Bachelor program

Language of delivery: English

The total number of ECTS credits acquired: 180

Completion of studies: bachelor thesis, state exams

PROFILE:

Graduate of the study program gains the ability to analyze simple context of economic processes in the business; to take moderately challenging management decisions; to understand the international economic environment; to organize work in a smaller team, to follow new information in their field and use them in their practical work, to work with ICT. Graduates of the program can then economically think, analyze, organize and manage the economic processes in the business; easy to analyze economic phenomena and processes in the company and its surroundings and to take simple management decisions; maintain contact with research, new findings in the theory and practice of business management.

PROGRAM STRUCTURE

COMPULSORY COURSES:

Finance, Law, Enterprise and Entrepreneurship, Informatics I., Psychology, Language I., Statistics, Mathematics, Informatics II., Enterprise Economy, Marketing, Economic Theory I., Corporate Finance, Accounting, Management, Production Management, Physical Education, Language II., International Business, Enterprise Accounting, Microeconomics, Language II., World Economics, Economic Theory II., Physical Education, Seminar to the Final Thesis I., Cost Accounting, Entrepreneurial Decision Making, Human Resources Management, Managerial Informatics, Enterprise Planning, Enterprise Financial Analysis, Small and Medium Enterprises, Seminar to the Final Thesis II.,

OPTIONAL COURSES:

Economic Application in the MS Office, Non-profit Organizations, Business in Construction Industry, Agro-food Entrepreneurship, Selected Topics of Microeconomics, Clusters and Cluster Initiatives, Electronic Business, Corporate Social Responsibility, Analysis of Financial Markets, Debt Financing

Program affiliation: Faculty of Management

Tuition fee: 1500 EURO/academic year

More information: <http://fpm.euba.sk/index.php/prospective-students>

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Course title	ECTS	Weekly load in hours					
		I.		II.		III.	
		1.	2.	3.	4.	5.	6.
Finance	5	2/2					
Basics of Law	5	2/2					
Enterprise and Entrepreneurship	6	2/2					
Informatics I.	6	2/2					
Psychology	6	2/0					
Foreign Language I.	3	0/2					
Statistics	5		2/2				
Mathematics	5		2/2				
Informatics II.	6		0/4				
Business Economics	5		2/2				
Marketing	5		2/2				
Foreign Language I.	3		0/2				
Economic Theory I.	5			2/2			
Corporate Finance	5			2/2			
Accounting	5			2/2			
Management	5			2/2			
Production Management	6			2/2			
Physical Education	1			0/2			
Foreign Language II.	3			0/2			
International Trade	5				2/2		
Enterprise accounting	5				2/2		
Microeconomics	6				2/2		
Foreign Language II.	3				0/2		
World Economics	5				2/2		
Economic Theory II.	5				2/2		
Physical Education	1				0/2		
Bachelors' thesis seminar I.	2					0/2	
Cost Controlling	5					2/2	
Business Decision Making	6					2/2	
Human Resources Management	6					2/2	
Managerial Informatics	6					2/2	
Business Planning	6					2/2	
Compulsory elective course I.	3					2/2	
Financial Analysis	5						2/2
Small and Medium Sized Enterprises	5						2/2
Bachelors' thesis seminar II.	2						0/2
Compulsory elective course II.	4						2/2
State Exam – Business Economics	3						State Exam
State Exam – Management	3						State Exam
Bachelors' thesis defense	4						State Exam
Hours weekly total		20	22	24	24	26	14
ECTS credits for courses total	173	31	29	30	30	31	22
ECTS credits for compulsory elective courses	7	0	0	0	0	3	4
ECTS credits total	180	31	29	30	30	34	26
Compulsory elective courses I.	ECTS	Load	Compulsory elective courses II.			ECTS	Load
Economic Applications in MS Office	3	2/2	Electronic business			4	2/2
Non-profit Organizations	3	2/2	Corporate Social Responsibility			4	2/2
Business in Construction Industry	3	2/2	Tax Systems			4	2/2
Agro – industry Entrepreneurship	3	2/2	Analysis of Financial Markets			4	2/2
Selected Issues on Microeconomics	3	2/2	Debt Financing			4	2/2
Clusters and Cluster Initiatives	3	2/2					



CONTENTS of COURSES

COMPULSORY COURSES CONTENT
<p>Finance</p> <p>The nature of financial transactions, Objective and subjective side of finance and currency, Classification of finance, Terms and categories of finance, The base of company operations, Forms of capital acquiring, The funding mechanism of business, Allocation of profit, Public sector in a mixed economy, Public finance and its function, Effectiveness in public sector, Financial policy, Classification of public budgets, Budgetary principles and budgetary rules, Public revenues and its classification, Public expenditures, Financing of public corporations, State purpose-built funds and their principles, Non-profit organizations, Budgetary and contributory organizations, The budgetary deficit, Public debt and its administration, Maastricht criteria, The ways how to repay the state debt, Currency and monetary systems, Monetary policy and its instruments, Monetary equilibrium and its disruption, Cash receipts and expenditures of the population, The nature of the financial market, Intermediaries (brokers) in the financial market, Money market and its instruments, Capital market and its instruments, The status and the role of banks in economy, The central bank and its functions, Commercial banks and its classification, The types of banking operations, Characteristics of the exchange market and its evolution, Types of stock exchange transactions and their functions, OTC markets, NASDAQ – OTC market, International payments, Payment and trade balance, Foreign exchange market, International monetary systems, Characteristics of the insurance relationships, Social security, Commercial insurance, Insurance.</p>
<p>Basics of Law</p> <p>Term, attributes and functions of the state, Law, function of the law and importance of the law Sources of the law in Slovak Republic, legal norms, validity, enforceability and scope of the legal norms, legal system of Slovak Republic, Prerequisites of legal relations, Elements of legal relations, Constitutional Characteristics of Slovak Republic, Economy of the Slovak Republic, Legislative Power, Executive Power, Judicial Power, Basic rights and freedoms,</p> <p>Concept, participants and establishment of the civil law relations, protection of personality, ownership right and its protection, Legal acts, Means of gaining the ownership, Right to foreign matters, Inheritance, Gaining the heritage, Disinheritance, Commitment relations/contractual relations, Responsibility for damage generally, Selected types of contracts, Concept, function and principles of labour law, Establishment, change and end of the labour relations, Rights and obligations in labour relations, Responsibility for damage in Labour Law, Relation towards civil law and other norms, Enterprising, Commercial name Acting of the entrepreneur, Legal forms of the enterprising, Selected contractual forms, Substantive Criminal Law, Procedural Criminal Law, Concept, Principles, Participants, Scope of civil procedure, Grounds of procedural rules, The role of various legal professions in civil procedure - Public Notaries, Advocates, Executors, Public Prosecutor, Public Notaries, Advocates, Executors, Public Prosecutor, Administrative Substantial Law, Administrative Procedural Law, International Public Law (subjects, sources, relation to legal order of Slovak Republic) International Private Law (subjects, sources, structure of norms), European Law (sources, relations to legal order of the Slovak Republic)</p>
<p>Enterprise and Entrepreneurship</p> <p>Subsistence, importance and preconditions of entrepreneurship, the role and status of the entrepreneur in the Market Economy. The objective and subjective prerequisites of entrepreneurship. Entrepreneurship in the sense of legislative framework of SR. Entrepreneur, its role and status in entrepreneurship. The difference among concepts of entrepreneur, manager and leader. Enterprise as the basic subject of entrepreneurship. General and specific characters of enterprise, nature of the enterprise in accordance the Business Code. Risk of entrepreneurship, its classification and possibility of reduction, resp. elimination of risk in enterprises. Approach of the</p>

entrepreneur to the risk. Classification of the risk according to the select criterions. Business environment and its importance for the position of the enterprise on the Market. Classification of the business environment. World, General and Specific environment. The links among elements of business environment. Enterprise as the objective-oriented system. Creation and importance of the strategy of enterprise and its objectives. External and internal interest groups influencing the creation of enterprise objectives. Classification of the objectives according to the selected criterions. Enterprise Typology – classification of enterprises according to the individual typological criterions. Basic typological criterions: character of the final product, branch and sector of the economy, size of the enterprise, ownership, technical and organizational characters. Legislative forms of enterprises – enterprises of individuals, business companies and co-operatives. The subsistence, importance and classification of trade license business and prerequisites of their behavior. Basic elements of personal societies – public company and limited partnership, their subsistence, operation and profit distribution. Capital based companies – Limited Company and Join-Stock Company, their importance, legislation concerning their operation within the legislative framework of SR. Specifics of the profit division in the capital societies. Co-operative and other specific legislative forms of doing business. Enterprise life cycle and its phases. Establishment and creation of enterprise. Business plan and its parts – business intent, budget and legislation concerning the business. Localization of the enterprise and its importance during establishment of enterprise and factors of the localization. The subsistence of enterprise growth and possibility of its monitoring. The importance of sustainable growth of the enterprise. External and internal growth of enterprise from the material and financial point of view. Methods and models of evaluation of the enterprise growth. The status and behavior of enterprise in the phase of stabilization. Positions and strategies of enterprises in the period of stabilization. The Crisis, its perception, identification and problem solutions. The dissolution of the enterprises with and without winding up. Bankruptcy and Restructuring in accordance with the Law on Bankruptcy and Restructuring. Enterprise clustering and individual forms of enterprises' merger – consortium, cartel, Professional association, concerns, etc. . Law on Protection of Economic Competition.

Informatics I.

Computer science. Defining the concept of information. Cybernetics. System theory. Providing a manager with information. System analysis and synthesis. Algorithms and their application. Data and data base. Information society. Computerisation and transition to information society. Global information infrastructure. Slovakia and information society. Development and classification of computers. Computer prehistory. Modern computer history. Prospects for evolution of computers. Classification of computers. Information technologies. Evolution of information technologies. Information and information technologies. Information systems. Influence of information technologies on the competitiveness of enterprises. Computer system. Computer system structure. Personal computer. Peripheral devices and data carriers. Data carriers and external memory. Software tools and their use. Evolution of computer software. Basic types of software. Personal computer software. Characterisation of certain software types. Database processing. Data base. Database system. Database models. Relation database systems. Data base design. Vast data bases. Computer viruses. Infiltration tools. Anti-infiltration methods. Annotation of certain infiltration tools. Annotation of certain antivirus protection tools. Communication and communication services. Basic types of computer networks. Communication services. Intranet. Security of information technologies. Computer legislation. Computer crime. Copyright Act.

Psychology

The course provides the basic theoretical knowledge in the area of applied psychological disciplines. The course also integrates knowledge from the area of personality psychology, labour psychology, social psychology and leadership psychology. All these disciplines create the base of managerial and marketing skills. The aim of the course is to teach to apply the gained knowledge from the area of

psychological disciplines in the area of management and marketing, from the off hiring and managing people. The course explains the psychological means of the processes of application, adaptation, adjusting and motivation, while at the same time, the course is aimed at teaching the basic steps of diagnostics and psychological states of a person active in the working process.

Statistics

Basic statistical terms. Frequency Tabulation and Frequency Histogram and Polygon. Descriptive statistics – measures of central tendency and quantiles. Descriptive statistics – measures of variability and of shape of distribution. Define of random variable and probability distribution, expected value, quantiles. Binomial and Normal Distribution, Central limit theorem. Concepts of random sampling, statistical inference and sampling distribution. The main methods and the main properties of point estimators. Confidence intervals for unknown parameters of one population. Hypothesis tests for unknown parameters of one population. Linear regression models and estimation of parameters. Coefficient of correlation. Time series analysis, linear and quadratic trend of time series. Seasonal decomposition in time series, simple moving average, seasonal indexes. Statistical comparison. Individual indexes – simple and complex. Aggregate indexes. Expression of relative and absolute changes.

Mathematics

Function of one variable. Functions of economic analysis. Sequences. Limit and continuity of function. Differential calculus of functions of one and several variables. Integral calculus - indefinite and definite integral.

Informatics II.

Database technologies and tools. Database application design – identifying tasks, task flow design, identifying data elements, data system, prototype and user interface design, application creation, testing, re-engineering, improvement. Database proposal strategy, data analysis, a concept of the database design. Creating a basic database in MS Access. Characteristics of individual database objects in MS Access (tables, queries, forms, reports, macros, modules). Relational model – relational databases terminology. Data model – entities, attributes, domains, relationships, entity and relationship diagrams. Tables – creating tables in design view, in data sheet view, table editing, table structure, index and sessions, session editing, database appearance editing. Import, export and linking of created objects with other applications (Excel, Word). Working with data. Using data sheets, modification of a table sheet format, work with nested datasheets, data changes, work with hyperlinks, data sorting and searching. Forms – form creation, form structure, data search, form editing, setting of control features, format features, setting of form features. Subforms – creation, specification of the source for the subform, for the main form. Application of conditional formatting, special controls, creating multiple page forms. Queries – selection, search queries, creating expressions in queries, operators, parametric queries, examples of queries. Efficient queries – updating queries, creating, supplementing, deleting queries, converting selection queries into update queries, cross queries. Reports – creating reports, sorting and grouping of reports, objects in reports. Creating queries for reports, defining criteria of sorting and grouping, setting the scope of groups according to data type, creating and inserting subreports. Creating labels. Increasing the work efficiency using macros – use of macros, creating, testing, defining the sequence of actions, groups of macros, conditional expressions, an overview of actions of macros. Working with MS PowerPoint. Inserting, deleting and moving slides, slide format editing. Work with the text – text format editing, inserting symbols. Additional format editing – bullets and numbering, using tabs, inserting notes and comments. Table and chart creating. Inserting objects. Inserting organizational diagrams. Branching presentations. Use and editing of snapshot designs, layout, background and other edits. Printing presentations and handouts. Setting effects and transition of slides. Presentation projection, projection timing. Creating hyperlinks. Editing the slide master and handouts. Integrating the applications of MS WORD, MS EXCEL, MS ACCESS and MS POWER POINT.



Business Economics
Production and production factors, labour as an elementary production factor, property, short-term assets. Use of investment property. Origin of costs. Costs and expenses. Transformation process within the enterprise. Material economy. Production economy. Sales economy. Business results.
Marketing
Theoretical principles of marketing. Marketing environment. Consumers' and organizations' buying behavior. Marketing information system and market research. Market planning. Market segmentation, target market selection and choice of the market position. Marketing mix – product, price, place, promotion. International marketing. Services marketing. Marketing today and its prospects.
Economic Theory I.
Subject and Methodology of Economics. Basic economic laws and economic systems. Basic economic problems. Market and market mechanism, demand, supply, equilibrium price. Elasticity of demand and supply. Rational choice and consumer behaviour. Cardinal and ordinal approach to the utility theory. Market competition, market failures. Firm and the creation of the supply. Firm goals. Theory of the firm. Costs of the firm. Equilibrium of the firm in perfect and imperfect competition. The income distribution.
Corporate Finance
Financial management, categories of financial management, financial goals, equity and debt obtaining, financial support forms, optimization of financial and capital structures, long-term and short-term capital allocation, value of a company, financial relations with foreign countries, basics of financial planning and financial analysis, financial management.
Accounting
The essence of accounting, users of accounting information, the basic terms used in accounting. Assets, liabilities and equity. Costs, revenues and profit or loss. Accounting transactions and their impact on the financial statements. Accounting transactions do not affecting profit/loss, accounting transactions affecting profit/loss, accounting transactions affecting equity. Accounting principles. Accounting legislation (approaches to the regulation of accounting in the world, Slovak and international accounting treatment). The system of accounts. Accounting documentation. Measurement in accounting. Internal control systems of accounting. Financial statements generally and their components.
Management
At the level of knowledge and understanding: to gain the ability to gather, analyze and interpret relevant data and information for decision-making process within all basic functions of business management. At the practical level and the level of competence: to prove the ability to apply methods, techniques and procedures in the area of soft skills and hard factors in business management. The content of the course is the theoretical sources and practical application of knowledge in following areas of management: characteristics and basis themes of management, major concepts of management, managerial decisions, information and information system, strategy and its implementation, planning, organization and organizational structure, control and control process, human resource management, leadership, communication, motivation, corporate ethics.
Production Management
The mission of the production management in the enterprise, Assumptions of the business in the

production, Development trends in production management, Create production schedule, Development of production management, Management training of new production, The basics of quality management, Synergistic analysis of the production system, The main production management, Basics of interorganizational production management, Allocation production management, Temporal analysis of production, Management of service activities, Fundamentals of production logistics, Management of post-production services.

Physical Education

International Trade

Terminology for international business, international trade and international division of labour, Globalization and the world economy, development trends and changes in its structure, Theories and concepts of international trade, World trade, international trade and functions of foreign trade. Ethic aspects of world trade development, International capital flows, Transnational corporations, Foreign trade policy, Services in international trade, International economic integration – theories and consequences, Single European market, Common trade policy, Oil and its impact on the world economy, Progress in science and technology, Slovak Republic in the world economy

Enterprise accounting

Accounting for foundation of a business, Accounting for transactions with suppliers and employee benefits, Accounting for transactions with customers, Direct method of preparation of Statement of Cash-Flows, Acquisition, measurements and consumption of inventories, Acquisition of non-current tangible and intangible assets, Accounting for impairment, depreciation and amortization of non-current tangible and intangible assets and their derecognition, Accounting for self-manufactured inventories, Accounting for construction contracts, Accruals and indirect method of preparation of Statement of Cash-Flows, Financial assets, their acquisition, measurement and derecognition, Accounting for provisions and contingent liabilities, Financial statements, their preparation and special aspects.

Microeconomics

Market demand and supply analysis, theory of consumer behaviour, the measurements of elasticity, the market of production factors, firm and its technologies, production functions, firm's costs, firm's output decision under perfect competition, the forms of imperfect competition, price and output determination under monopoly, firm's equilibrium under monopoly, oligopoly models, firm's output and price decision under monopolistic competition, the market of inputs, labour and capital market, general equilibrium, competition policy and microeconomic policy of the state.

World Economics

The course World economy provides students with knowledge about the structure and functioning of the world economy. Special attention is paid to the resources in the global economy (natural, human and financial) and to the sectoral structure of the world economy (agriculture, industry and services). The final block of topics is focused on the issues of globalization and the future development of the world economy.

Economic Theory II.

Aggregate demand and aggregate supply. Macroeconomic equilibrium. Measuring the performance of the economic. Consumption, savings, investment and economic growth. Business cycle. Money and money market. Inflation and unemployment. Macroeconomic policy. International economic macroeconomics. International monetary relations and international financial system in the context of the globalization process.

Cost Controlling

Cost controlling, Monetary valuation of production factor consumption, Cost budgeting and cost accounting indicators, Cost computation attributes, Costing types, Costing methodology, Direct costing, Absorption costing, Activity-based-costing, Differential costing, Target costing, Budgeting and budget system of an enterprise, Cost and profit center system, Transfer pricing system

Business Decision Making

Decision process and its basic elements, Decision theories and the rationality of decision-making processes, Classification of decision-making processes, Structure of the decision-making process Modeling of the decision-making process, Methods of decision-making and their classification, Decision tables, Methods of decision-making under conditions of certainty, Methods of decision-making in conditions of risk, Methods of decision-making under conditions of uncertainty, Methods of operational analysis, Information assecuration of decision-making processes, Expert systems in decision-making

Human Resources Management

Human resource strategy development, personnel planning; job analysis and job design; recruitment process; process of selection, employee orientation and deployment; talent management; employee development and education; career management; performance management; work motivation and reward system design; collective bargaining and working life balance.

Managerial Informatics

Information systems and information technologies, ERP systems, Implementation stages of ERP systems, Information management and knowledge management and their sources, Business Intelligence, Business Intelligence applications, Decision support systems, Expert systems, Executive systems (EIS), Planning and managing production – automatization of manufacturing process, CRM systems for customers relationship management, SCM systems for supply chain management

Business Planning

1st Introduction to Planning. The history of development planning, business plans, configuration, structure planning process. Critical points of current planning. Advantages and shortcomings of planning. Typology and business planning. 2nd Goals and Plans company system. The objectives of the plan, the hierarchical structure of objectives. The system targets, BSC objectives. The value of a target firm plans. An integrated system of business plans. Planning Organization. Planning procedures. 3rd Strategic business planning. Strategic success factors and their use in planning. Long-term planning extrapolation. Strategic planning at the enterprise as a whole (corporate strategies) strategic plans, strategic business units (SBU) The methods and procedures for strategic planning. 4th Business plan and annual plans. Internal function of a business plan. The external function of a business plan. Organizational aspects of the business plan. The structure and contents of the business plan. Feasibility Study (Feasibility Study). Emergency planning. 5th Methods and techniques of planning. Qualitative methods in planning. Benchmarking in planning. Quantitative methods of planning. Summary methods, time series and extrapolation, the balance in planning, new planning methods. Technology planning. 6th Planning marketing. Configuration marketing plans. Content marketing plan. To create a marketing plan. Marketing strategies and plans with their security. Methods and procedures for marketing planning. 7th Planning the purchase of materials and supplies, planning outsourcing. Types of stocks and the role of standards and norms in balancing and security needs. Method for Supply Management in inventory management. ABC method, inventory models, stocks management, outsourcing, vendor selection. 8th Production planning and balancing of production capacities. Objectives and content production planning. Aggregate production planning. Planning the product range. Planning for income and expenses. Planning and balancing of production capacities. 9th Disaggregation of plans and operational planning. Operational planning and budgeting. The method of variations in the enforcement of budgets. Scheduling orders for plant and machinery lines. The MRP system in operational planning. 10th HR planning. Balancing Human Resources. Long-term and short-term planning of resource needs. The trend method of planning the needs of workers. Method man-hours. Planning and pay labor costs. Motivation workers. 11th Planning of investment programs. Investment projects and investment planning. Economic evaluation of investment projects. Time payments and the net present value of the investment. Internal rate of return. Financing investment. Investment and risk. Acquisitions. 12th The financial



plan. The structure and process of the financial plan. Methods and models of financial plan. Planning needs for working capital. Planning sheet, income statement and cash flow. Profit sharing plan. 13th Checking in planning. Relations planning and control. Field control plan. Methods of checking plans. Comprehensive method variations in control plan. Control Plan in marketing, production and financial indicators.

Financial Analysis

The structure and content of the financial and economic analysis of the company. Indicators, system of indicators, and analytical models in business analysis. Methods to quantify the impact of determining factors. Analysis of the financial situation I. Analysis of the financial situation II. Methods for forecasting financial situation. Analysis of quantitative results of the company. Analysis of the profit (loss) and cash flows. Analysis of financial and economic performance of the company I. Analysis of financial and economic performance of the company II. Product analysis. Analysis of the financial and economic position of the company in space. Analysis of the factors of production activity in the company. Cost analysis.

Small and Medium Sized Enterprises

Definition of small and medium-sized enterprises, characteristics of family business, starting of small enterprise, planning, the business plan creation, the structure of business plan for SMEs, human resources in SMEs and family businesses, taxation of business entities, health insurance and social welfare of entrepreneurs, financing in SMEs, evaluation of business environment quality, organizations for supporting SMEs.