



PROGRAM: GENERAL MANAGEMENT

Two year **Master's program**

Language of delivery: **English**

The total number of **ECTS credits** acquired: 120

Completion of studies: master's thesis, state exams

GRADUATE'S PROFILE: Master's degree program of study General Management prepares professionals for managerial positions in companies, the performance of which requires a general, cross-cutting and universal theoretical and practical knowledge and skills. The content and nature of the study enable to gain extensive knowledge and develop personal and professional prerequisites for competent solution of specific tasks resulting from economic practice with the requisite degree of creativity and independence. The graduate is able to manage large groups of people, he/she is able to rapidly adapt and acquire industrial, cultural and regional peculiarities. The graduate is capable to identify, analyze and evaluate problems and processes in relation to one another in the context of the enterprise and the environment in which it operates. The graduate is able to align the efforts of working groups with different professional, interest, cultural orientation; graduate proposes and implements practical solutions valid for the entire enterprise and which are effective in the wider business context. The graduate of the second degree of university study is qualified to track, analyze and evaluate the operation of the enterprise as a whole and its individual components in the internal and external dynamics of development, in a complex and changing domestic and international environment, in relation to other actors in these environments for a number of criterion perspectives. Graduate is responsive to initiatives from outside the company, graduate can identify and interpret them and is capable to design and implement solutions for their business use. The critical skills and abilities of graduates will include creativity, ability to lead people, autonomy, coordination ability, self-discipline, entrepreneurship, adaptability and sense of personal responsibility. Graduates find application mainly in positions of line managers at middle and senior levels of the business.

PROGRAM STRUCTURE

COMPULSORY COURSES: Strategic management, International Management and International Business, Communication in Management, Financial Management, Business Information System, Organizational Behavior, Strategy of Sale, Logistics, Project Management, Organizing, Control, Financial Analysis and Financial Planning, Leadership, Final Thesis Seminar I., Managerial Simulation, Final Thesis Internship, Final Thesis Seminar II.

OPTIONAL COURSES: Development of Managerial Skills, Intercultural Management, Business consulting, European Union, International Accounting, Change Management, Corporate Governance

Program affiliation: Faculty of Management

More information: <http://www.euba.sk/studium/studijne-programy-v-cudzich-jazykoch/international-management>

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Course title	ECTS	Weekly load in hours			
		I.		II.	
		1.	2.	3.	4.
Strategic Management	6	2/2			
International Management and International Business	6	2/2			
Communication in Management	6	2/2			
Financial Management	6	2/2			
Business Information System	6	2/2			
Organizational Behavior	6		2/2		
Strategy of Sale	6		2/2		
Logistics	6		2/2		
Project Management	6		2/2		
Compulsory elective course I.	6		2/2		
Organizing	6			2/2	
Control	6			2/2	
Financial Analysis and Financial Planning	6			2/2	
Leadership	6			2/2	
Compulsory elective course II.	6			2/2	
Master Thesis Seminar I.	4			0/2	
Managerial Simulation	3				0/2
Compulsory elective courses III.	3				2/2
Final Thesis Internship	6				2/2
Final Thesis Seminar II.	4				0/2
Business Economics and Management	3				State Exam
General Management	3				State Exam
Master Thesis Defense	4				State Exam
Hours weekly total		20	22	22	6
ECTS credits for courses total	105	30	24	28	23
ECTS credits for compulsory courses total	15	0	6	6	6
ECTS credits total	120	30	33	33	24

Compulsory courses I.	ECTS	Load
Development of Managerial Skills	6	2/2
European Union	6	2/2
Compulsory courses II.	ECTS	Load
Intercultural Management	6	2/2
Business Consulting	6	2/2
Compulsory courses III.	ECTS	Load
Change Management	3	2/0
Corporate Governance	3	2/0



CONTENTS of COURSES

COMPULSORY COURSES CONTENT
Strategic management
Introduction to strategic management, Target orientation of enterprise, External environment analysis of enterprise, Foresight of external environment development, Internal environment analysis of enterprise, Strategic synthesis, Business strategies, Business strategy in selected situations, Corporate strategies, Managing and accessing corporate portfolio, Functional strategies, Strategy implementation – communication, organization, administration, Strategy implementation – leadership, culture, power and conflict.
International Management and International Business
Globalization and internationalization of business, Decision making for or against internationalization, Choice of foreign market, Forms of entry on international market, Multinational enterprises, Culture and its impact on international management, The impact of internationalization on selected areas of the company, International marketing, the internationalization in the world and on Slovakia
Communication in Management
Introduction to communication in management, Theory of communication in the organization, Characteristics, types and components of communication in management, Standards of the managerial communication, Communication patterns of managerial communication. Verbal communication and its components, Non-verbal communication and its components, Empathy, Persuasion, Assertive communication of managers, Intercultural communication of managers, Managerial communication strategies, Bargaining, the nature, content and objectives of intercompany communication system
Financial Management
Definition of the nature, role and status of the financial management within corporate management. Financial analysis and financial planning. Financial and capital structure. Allocation of capital to the long-term and short-term business assets. Risk management and utilization of financial instruments for its regulation. Corporate dividend policy. Payment services and payment instruments in domestic and international payment system, Corporate international financial relationships. Financial aspects of mergers and cooperation of enterprises. Outlook for financial management in the future..
Business Information System
Specification by implementation of enterprise IS, critical factors, methodology MMDIS, system integration, principles of strategy management of IS/IT, enterprise information strategy, organizational preparation of implementation and update of IS/IT, selection of system integrator, efficiency of IS, expenditures on IS/IT, gain from IS/IT, system SAP R/3, base of system SAP R/3, implementation of system SAP R/3, SAP R/3 modules PP, SD, MM, Treasury Working in the ERP system SAP R / 3 transaction system features, basic operation of SAP R / 3 Documents in SAP R / 3, the flow of documents, creation of output reports. Master records create, edit and view the master records of the supplier, customer, and material assets. Working in module FI - billing process, an automatic payment order, generating a payment media, cash payments, invoicing extended for advance payments. Case Study 1: The process of acquisition of fixed assets and materials (modules MM, PM and FI). Case Study 2: Process sales (modules SD and FI). Case Study 3: The process of recruitment into employment (HR module).
Organizational Behavior
Introduction to the theory of organizational behavior, Individual dispositions and differences within the organization, Values of employees, groups and organizations, Achievement motivation in the organization, Career development of employees, The working group within the organization, Conflicts in the organization, Social and psychological atmosphere in the



organization as a component of organizational behavior, Leader of the organization, Leadership in the organization, Power relations and roles in the organization, Communication in the organization, Ethics in the organization

Strategy of Sale

The fundamental of sales strategy and its relations, The Customer-focused sales strategies, The Competitor-focused sales strategies, The Product-focused sales strategies, The Marketing communication- focused sales strategies, The Distribution- focused sales strategies

Logistics

The basic objectives and functions of logistics. Company logistics. Material management company - contract logistics, warehouse logistics, transportation in logistics chain. The logistics information system, modularity. Just In Time, logistics concepts. Methods and models in logistics. Efficiency of logistics processes.

Project Management

Theoretical and methodological aspects of current major project management methodologies (PMI, IPMA, Prince2) in terms of procedures and competencies. Organizational and personnel support PM. Methods and techniques used in the various stages of the life cycle of projects. Project management in specific circumstances.

Organizing

The goal of the topics is to deepen theoretical and applied knowledge from the field of organization and organizational design and prepare the students to solve the organizational issues in the general practice.

Control

Management system and management process, Place of control in the management process, Characteristics of control, Control in management, Subject object and matter of control, Types of controls, Methods and forms of control, Control process, Control system in the company, Internal audit, Other elements of the internal control system, External control of the company, Control internationally.

Financial Analysis and Financial Planning

Financial statements (FS) offsetting Cashier company under the Act 431/2002 z. and its use in financial analysis (FA), Úz under IFRS and its use for FA, CFS according to IFRS and its use for FA, Creating a financial plan based on real data accounts of the enterprise.

Leadership

The course of leadership is focused on presenting the managerial function of leadership and its relations to other managerial functions, sharing the knowledge on leadership theories and their practical impacts on management jobs and on start-up development of the analytical and leadership skill of the students, the future managers and leaders.

Managerial Simulation

Characteristics of managerial simulations. Strategic Management Simulation LUDUS, Market segments in the simulation LUDUS.

Analysis and decision-making opportunities in the functional areas of business. 1 decision period. Purpose and range of strategies to achieve it. 2 decision period. Market research. Analysis of competitors in the industry. 3 decision period. Human resources in the enterprise. 4 decision period. Governance and funding. Planning aids. 5 decision period.

Decision-making protocol. The consequences of the decision. 6 decision period. Profit and loss account. Balance sheet. Sales Statistics and report on the operation of the enterprise. 7 decision period. Presentation of the results achieved during the simulation and evaluation of the most successful team. Final decision period.