

OBSAH

1. Corporate Finance and Financial Management.....	2
2. Managerial Economics.....	3
3. Marketing.....	5
4. Public Finance.....	7

INFORMAČNÝ LIST PREDMETU

Vysoká škola: Univerzita P. J. Šafárika v Košiciach	
Fakulta:	
Kód predmetu: R UPJŠ/CFFM/18	Názov predmetu: Corporate Finance and Financial Management
Druh, rozsah a metóda vzdelávacích činností: Forma výučby: Prednáška / Cvičenie Odporúčaný rozsah výučby (v hodinách): Týždenný: 1 / 1 Za obdobie štúdia: 14 / 14 Metóda štúdia: prezenčná	
Počet kreditov: 4	
Odporúčaný semester/trimester štúdia:	
Stupeň štúdia: N	
Podmieňujúce predmety:	
Podmienky na absolvovanie predmetu: Requirements for attending the course: Active participation in exercises. A final evaluation test with a maximum score of 40 points and a minimum of 21 points. Completion of the course - a graded credit with a minimum of 21 points and a maximum of 40 points.	
Výsledky vzdelávania: The aim of the subject is to prepare students for independent practical application of methods and procedures in the financial management of the company. Learning outcomes of the course unit The aim of the subject is to acquaint students with current theoretical and practical problems of long-term financial management in conditions of advanced economics. Emphasis is placed on new financing instruments. Graduate of the subject acquires basic theoretical knowledge from the field of financial management of the company	
Stručná osnova predmetu:	
Odporúčaná literatúra: 1.BREALEY, R.A. - MYERS, S.C. 2000. Principles of Corporate Finance. Sixth Edition. New York: Irwin McGraw-Hill. 2000 2. GLENN, A. 2002. Corporate Financial Management. London: Pearson Education. Ltd. 2002. 3.BODIE. Z. KANE, A. MARCUS, A. 2002 Investment. New York: McGraw-Hill, 2002.	
Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu: slovenský alebo anglický	
Poznámky:	
Hodnotenie predmetov Celkový počet hodnotených študentov: 0	
Vyučujúci: Ing. Zuzana Hrabovská, PhD., prof. Ing. Viktória Bobáková, CSc., Ing. Lenka Pčolinská, PhD., Ing. Eva Výrostová, PhD.	
Dátum poslednej zmeny: 30.04.2014	
Schválil:	

INFORMAČNÝ LIST PREDMETU

Vysoká škola: Univerzita P. J. Šafárika v Košiciach	
Fakulta:	
Kód predmetu: R UPJŠ/ME/18	Názov predmetu: Managerial Economics
Druh, rozsah a metóda vzdelávacích činností: Forma výučby: Prednáška / Cvičenie Odporúčaný rozsah výučby (v hodinách): Týždenný: 1 / 1 Za obdobie štúdia: 14 / 14 Metóda štúdia: prezenčná	
Počet kreditov: 4	
Odporúčaný semester/trimester štúdia:	
Stupeň štúdia: N	
Podmieňujúce predmety:	
Podmienky na absolvovanie predmetu: During the semester students will write 2 written examinations. From the first one student can gain 10 points, from the next one 20 points. It also evaluates the ongoing activity of the students for which they have the opportunity to get 10 points. For the credit, the student can earn 40 points together. To pass to the exam, the student needs at least 21 points from the credit. The first and second written term examination must have a minimum of 16 points. If the student does not get the minimum points (21 points) during the term, it is possible to write a correctional written exam at the 13th week of the semester. Exam: The student can obtain max. 60 points for the exam, minimum of 31 points. In total, the student can gain 100 points from the subject. Grading Scale (in %): Grading System: The University recognises the following six degrees for the evaluation of the study results: a) A – excellent (excellent results) (numerical value 1) b) B – very good (above average results) (1.5) c) C – good (average results) (2) d) D – satisfactory (acceptable results) (2.5) e) E – sufficient (results meet the minimum criteria) (3) f) FX –failed (requires further work) (4)	
Výsledky vzdelávania: The aim of the subject is to understand the fundamentals of the business in the market economy by defining basic relations between individual economic subjects. The content of the subject is focused mainly on the enterprise - typology of enterprises in Slovak Republic, activities of the transformation process of the company, characteristics and mutual relation of the company's assets and capital structure as well as the company's human resources. Attention is also paid to the value process of the enterprise - in particular the cost, profit and results of the enterprise as well as the selected indicator evaluating the financial management of the enterprise. After passing the subject, the student is able to distinguish individual types of enterprises, understands the relationship between the organizational and property structure of the company, knows mathematically the basic financial operations within the financial management of the company.	
Stručná osnova predmetu:	

1. Introduction to the Business Economy 2. Transformation process of the enterprise 3. Typology of enterprises I. 4. Typology of enterprises II. 5. Life cycle of the business 6. Enterprise assets I. 7. Enterprise assets II. 8. Financial structure of the enterprise 9. Enterprise costs 10. Revenue of the enterprise 11. Financial business of the enterprise 12. Cash flows of the enterprise 13. Summary of the presented knowledge
Odporúčaná literatúra: Mandatory: 1. ALLEN, W. Bruce. Managerial economics: theory, applications, and cases. 8th ed. New York: W.W. Norton & Company, 2013. ISBN 978-03-9312-00-59. 2. SAČER, I. M. 2015. The regulatory framework of accounting and accounting standard-setting bodies in the European Union member states. In Financial theory and practice. 3. SAMUELSON, William a Stephen G MARKS. Managerial economics. 7th ed. Hoboken, NJ: John Wiley, 2012. ISBN 978-11-1804-15-81. 4. Law no. 513/1991 Commercial Code. 5. Law no. 431/2002 on Accounting. Recommended: 1. Dwivedi, D. N. 2009. Managerial economics. Vikas Publishing House Pvt Limited. ISBN 978-81-2592-34-73. 2. Taylor, J. 2006. Principles of economics. Cengage Learning. ISBN 978-06-1864-08-50.
Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu: slovenský alebo anglický
Poznámky:
Hodnotenie predmetov Celkový počet hodnotených študentov: 0
Vyučujúci: Ing. Zuzana Hrabovská, PhD., prof. Ing. Viktória Bobáková, CSc., Ing. Lenka Pčolinská, PhD., Ing. Eva Výrostová, PhD.
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Vysoká škola: Univerzita P. J. Šafárika v Košiciach	
Fakulta:	
Kód predmetu: R UPJŠ/Mrkt/18	Názov predmetu: Marketing
Druh, rozsah a metóda vzdelávacích činností: Forma výučby: Prednáška / Cvičenie Odporúčaný rozsah výučby (v hodinách): Týždenný: 1 / 1 Za obdobie štúdia: 14 / 14 Metóda štúdia: prezenčná	
Počet kreditov: 4	
Odporúčaný semester/trimester štúdia:	
Stupeň štúdia: N	
Podmieňujúce predmety:	
Podmienky na absolvovanie predmetu: presentation of the semester project - max. 100 points Grading Scale (in %): 91 – 100 = A, 81 – 90 = B, 71 – 80=C, 61 – 70=D, 52 – 60=E, 51 and less Grading System: The University recognises the following six degrees for the evaluation of the study results: a) A – excellent (excellent results) (numerical value 1) b) B – very good (above average results) (1.5) c) C – good (average results) (2) d) D – satisfactory (acceptable results) (2.5) e) E – sufficient (results meet the minimum criteria) (3) f) FX –failed (requires further work) (4)	
Výsledky vzdelávania: The aim of the course is to acquire basic theoretical knowledge of modern marketing. The content of the subject is focused on the explanation of the conceptual as well as the methodical instrument used in the marketing management process, the market analysis and the definition of the marketing mix elements. Emphasis is placed on clarifying the marketing tools and methods used not only in commercial environments but also in the public sector institutions - education, health, culture. The presented theoretical knowledge will also focus on the application of marketing concepts within the specifics of students' potential working environment. During this course students will have an opportunity to develop critical thinking and presentation skills during weekly workshops and the semester will culminate in a final team project where students will creatively employ the marketing principles through the development of the individual marketing mix of the product.	
Stručná osnova predmetu: 1. Theoretical background of modern marketing concepts and their position in society, concepts, definitions. 2. Analysis of marketing macro and micro environment. 3. Market segmentation and purchasing behaviour of consumers and organizations. 4. Marketing research and marketing information system. 5. Various approaches to creating a marketing mix, product as a basic element of the marketing mix.	

6. Price policy and pricing strategies, factors influencing pricing decisions. 7. Distribution policy and logistics. 8. Marketing communication and marketing communication mix. 9. Marketing planning. 10. Application of marketing in education. 11. Application of marketing in healthcare. 12. Application of marketing in culture.
Odporúčaná literatúra: 1. KOTLER, Philip et al. 2005. Principles of Marketing. Harlow; London; New York: FT Prentice Hall, 2005. ISBN 02-736-8456-6. 2. KOTLER, Philip, KELLER, Kevin Lane. 2013. Marketing management (14th ed). Pearson Education, Inc., publishing as Prentice Hall, ISBN 978-0-13-210292-6.
Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu: slovenský alebo anglický
Poznámky:
Hodnotenie predmetov Celkový počet hodnotených študentov: 0
Vyučujúci: Ing. Zuzana Hrabovská, PhD., prof. Ing. Viktória Bobáková, CSc., Ing. Lenka Pčolinská, PhD., Ing. Eva Výrostová, PhD.
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Vysoká škola: Univerzita P. J. Šafárika v Košiciach	
Fakulta:	
Kód predmetu: R UPJŠ/PF/18	Názov predmetu: Public Finance
Druh, rozsah a metóda vzdelávacích činností: Forma výučby: Prednáška / Cvičenie Odporúčaný rozsah výučby (v hodinách): Týždenný: 1 / 1 Za obdobie štúdia: 14 / 14 Metóda štúdia: prezenčná	
Počet kreditov: 4	
Odporúčaný semester/trimester štúdia:	
Stupeň štúdia: N	
Podmieňujúce predmety:	
Podmienky na absolvovanie predmetu: Active class participation (20%) Written exam (80%) Grading Scale (in %): 91 – 100 = A (excellent) , 81 – 90 = B (very good), 71 – 80 = C (good), 61 – 70 = D (satisfactory), 52 – 60 = E (sufficient), 51 and less = FX (failed)	
Výsledky vzdelávania: The first objective is to get familiar with the current topics in public finance and acquire basic theoretical knowledge in fundamental public finance topics, such as public sector interventions, public expenditures, revenues, deficit and debt. The second objective is to prepare the students to be informed consumers of public finance data from several sources, such as Eurostat, Ministry of Finance as well as EU budget data. The students will also become familiar with fiscal rules at EU level and European union budget and Multiannual financial framework.	
Stručná osnova predmetu: 1. Introduction to public finance. The role and size of the public sector. Measuring the size of the public sector. Public budget. 2. Economic rationale for government interventions – market failures. Allocation function of public finance: public goods, externalities and other microeconomic failures. 3. Redistribution function of public finance. Labour and capital income inequality. Lorenz curve and Gini as a measurement of income inequality. Welfare state expenditures. 4. Stabilization function of public finance. Fiscal policy – objectives, tools, types. 5. Public revenues – sources of government revenue. 6. Taxation of income, wealth and consumption. 7. Public expenditures. Current and capital expenditure. COFOG. Theories of growth of public expenditures. 8. Deficit financing. Public debt management. 9. Fiscal rules (deficit and debt rules, borrowing rules, spending limits) – at national and EU level. Independent fiscal policy institutions.	

10. Coordination of budgetary policy from EU level. EU Economic governance (The Stability and Growth Pact – preventive arm and EDP, European semester, Macroeconomic imbalance procedure, Treaty on stability, coordination and governance in the economic and monetary union) 11. EU budget – revenues and expenditures. 12. Multiannual financial framework.
Odporúčaná literatúra: Required reading: 1. GRUBER, J. 2013. Public finance and public policy. 4th ed. New York: Worth Publishers. 2. European Union: Public finance. 2014 [online] 5th edition. Luxembourg: Office for Official Publications of the European Communities. Available at: https://publications.europa.eu/en/publication-detail/-/publication/8bc08dd0-f1ed-4f45-bab4-75ac2a63d048 Recommended reading: 1. ROSEN, H.S., T. GAYER. 2013. Public Finance. 10th Edition. New York: McGraw-Hill/Irwin. 2. HYMAN, D.N. 2005. Public finance: a contemporary application of theory to policy. 6th ed. Mason, Ohio: Thompson South-Western. 3. EUROPEAN COMMISSION, 2018. EU Economic governance: monitoring, prevention, correction [online]. Available at: https://ec.europa.eu/info/business-economy-euro/economic-and-fiscal-policy-coordination/eu-economic-governance-monitoring-prevention-correction_en 4. EUROPEAN COMMISSION, 2018. Multiannual Financial Framework. Structure, mechanism and content [online]. Available at: http://ec.europa.eu/budget/mff/introduction/index_en.cfm 5. EUROPEAN COMMISSION, 2018. Budget [online]. Available at: http://ec.europa.eu/budget/index_en.cfm
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Hodnotenie predmetov Celkový počet hodnotených študentov: 0
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