

INFORMATION SHEET

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|---|-------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KEK/ EKOP/14 | Name: Labour Economics |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: I., II. | |
| Prerequisites: | |
| Conditions for passing the subject: | |
| Results of education: The course describes how to use the economic analysis of employers and workers behavior and the relationship between them. The theoretical aspects of the course presents the wage of labor market, employment and social policy lessons. | |
| Brief syllabus: 1. Course description, and requirements 2. Basic concepts of the course 3. Basics of modern labor economics 4. History of domestic labor economics 5. Characteristics of job offers 6. Characteristics of work demands 7. Characteristics of the domestic labor market 8. Employment policy of the European Union 9. Discrimination in the workplace 10. Demographic characteristics of labor market 11. Labor market challenges in Central Europe 12. Trends of job search and career starters 13. Course completion, consulting | |
| Literature: 1. R. G. Ehrenberg – R. S. Smith. Modern munkagazdaságtan. Elmélet és közpolitika. Panem Könyvkiadó, Budapest, 2003 ISBN: 9789635454990 2. Zsigmond Csaba – Szép Zsófia: Munkaerőpiaci ismeretek, álláskeresési technikák. EKFT Líceum Kiadó, Eger, 1998 ISBN: 9542146701 3. Dara Péter - Henczi Lajos – Ternovszky Ferenc: Munkaerő-piaci ismeretek. Akkreditált Iskolai Rendszerű Felsőfokú Szakképzés Kollégiuma Egyesület Budapest, 2008 ISBN 9789630647465 4. László Gyula: Emberi erőforrás gazdálkodás és munkaerőpiac. Janus Pannonius Egyetemi Kiadó, Pécs, 1997 ISBN 963-641-375-4 5. R. G. Ehrenberg – R. S. Smith: Modern Labor Economics. 2013 ISBN13: 9781292022130 6. D. Bosworth – Peter Dawkins – Thorsten Stromback. Economics of the Labour Market. 1996 ISBN 9780582443778 | |

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|--|-------|------|-----|-----|-----|
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects | | | | | |
| Total number of evaluated students: 33 | | | | | |
| A | B | C | D | E | FX |
| 33.33 | 57.58 | 9.09 | 0.0 | 0.0 | 0.0 |
| Teacher: doc. Ing. Péter Karácsony, PhD. | | | | | |
| Date of last update: 04.05.2015 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

| | |
|---|----------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ BAN/14 | Name: Banking |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 4. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester will be the theoretical knowledge of students evaluated through electronically checks for which students can obtain 50 points and also students will individually solve practical task for 50 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The aim of the course is to teach students the basic aspects of the banking system functioning and to prepare them for possible acting in the banking. The student acquires knowledge of the conditions of establishment and operation of banks and the banking system, of banking operations and risks, as well as of selected problems in European and offshore banking. The successful preparation of semester work as a condition to complete the course requires a personal visit to the banking institutions which aims to practical verification of new knowledge. | |
| Brief syllabus: 1. Bank as legal entity. The conditions of setting up banks. 2. The banking system. The central bank and the commercial banks. 3. Banking products and services. 4. Bank clients, retail and corporate banking. 5. The balance of the bank. Management of bank assets. 6. Management of bank liabilities. 7. The profitability, liquidity and solvency of the banks. 8. Banking risks. 9. The banking regulation and supervision. 10. Monetary Union. The euro area and the euro currency. 11. The European system of central banks. The European Central Bank and the National Bank of Slovakia. 12. Offshore banking. 13. Trends in banking and banking management. | |
| Literature: | |

1. MEDVEĎ, J. a kol. Banky: teória a prax. Bratislava: Sprint dva, 2012. 576 s. ISBN 9788089393732
2. SYSÁKOVÁ, V. – ŠLAHOR, Ľ. Peniaze a bankovníctvo. Bratislava: Kartprint. 2010. 142 s. ISBN 978-80-88870-89-0
3. REVENDA, Z. a kol. Peněžní ekonomie a bankovníctví. Praha: Management Press. 2011. 408 s. ISBN 978-80-7261-240-6
4. KOCH, W. T. – MACDONALD, S. S. Bank Management. Mason, Ohio: South-Western Cengage Learning. 2010. 872 p. ISBN 978-0-324-65578-0
5. GÁL, E. Praktikus bankszakmai ismeretek. Budapest: Saldo. 2011. 278 o. ISBN 978-963-638-390-9
6. ILLÉS, I. Bank-menedzsment. Budapest: Perfekt Zrt. 2005. 288 o. ISBN 963-394-613-1

Language, knowledge of which is necessary to complete a course:

Hungarian Language and Slovak Language

Notes:

Evaluation of subjects

Total number of evaluated students: 129

| A | B | C | D | E | FX |
|-------|-------|------|------|-----|------|
| 75.97 | 14.73 | 3.88 | 0.78 | 3.1 | 1.55 |

Teacher: prof. Dr. József Poór, DSc., Ing. Zoltán Šeben, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/EMPdm/ CJAM1/15 | Name: English language 1 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass an end-of-term test. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score. | |
| Results of education: Students are required to pass an end-of-term test. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score. | |
| Brief syllabus: 1) Brands. Discussion about different brands. Vocabulary development - brands 2) Listening: An interview with a brand manager. Reading: Building luxury brands. Discussion. 3) Grammar: Present simple and present continuous. Vocabulary development: Words that go with brand, product a market. 4) Skills development: Taking part in meetings 5) Case study: Hudson Corporation – Decide how a luggage manufacturer can protect its brand 6) Business correspondence: E-mail 7) Travel – business travel. Discussion: Talk about your travel experiences 8) Listening: An interview with the sales director of a hotel chain. Reading: What business travellers want. 9) Discussion. Vocabulary development: British and American travel words. 10) Grammar: Talking about the future. Business correspondence: E-mail. 11) Skills development: Telephoning 12) Case study: Travel Services - Retain a travel agent’s key client 13) Test | |
| Literature: | |

1. COTTON, D. – FALVEY, D. – KENT, S. Market Leader: Intermediate Business English Course Book. Pearson, 2010. 176 s. ISBN 978-1-408-23695-6 2. MASCULL, B. Market Leader: Intermediate Business English Teacher's Book. Pearson, 2010. 216 s. ISBN 978-1-4082-4949-9 3. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 4. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 5. HEVESI, E. – PAPP, V. – SÁNTA, SZ. – SIMON, M. – TÓTH, ZS.: Business English Practice Tests. Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2013. 187 s. ISBN 978-80-8122-070-8 6. MURPHY, R. English Grammar in Use. Cambridge: University Press, 2000. 350 s. ISBN 0-521-43680-X

Language, knowledge of which is necessary to complete a course:

English language

Notes:

Evaluation of subjects

Total number of evaluated students: 123

| A | B | C | D | E | FX |
|------|-------|-------|-------|-------|------|
| 4.88 | 19.51 | 21.95 | 20.33 | 30.08 | 3.25 |

Teacher: Mgr. Andrej Hevesi, Mgr. Szilárd Sánta, PhD., Mgr. Monika Šimonová, Mgr. Zsuzsanna Tóth

Date of last update: 18.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/EMPdm/ CJAM2/15 | Name: English language 2 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass an end-of-term test. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score. | |
| Results of education: The subject focuses on acquiring general Business English vocabulary and language skills. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing English capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | |
| Brief syllabus: 1. Discussion: Attitudes to change in general and at work. Building vocabulary 2. Reading: Mercedes, shining star – Financial Times 3. Language work: Words for describing change. Listening: An interview with a management consultant 4. Grammar: Past simple and present perfect 5. Managing meetings – developing skills 6. Case study: Solve the problems arising from a recent merger 7. Discussion: Talk about status within an organisation 8. Reading: A successful organisation – Financial Times 9. Language work: Words and expressions to describe company structure 10. Grammar: Noun combinations 11. Socialising: Introductions and networking 12. Case study: Decide on the relocation site of a shoe manufacturer 13. Business correspondence | |
| Literature: 1. COTTON, D. – FALVEY, D. – KENT, S. Market Leader: Intermediate Business English Course Book. Pearson, 2010. 176 s. ISBN 978-1-408-23695-6 2. MASCULL, B. Market Leader: | |

Intermediate Business English Teacher's Book. Pearson, 2010. 216 s. ISBN 978-1-4082-4949-9
 3. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X
 4. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5
 5. HEVESI, E. – PAPP, V. – SÁNTA, SZ. – SIMON, M. – TÓTH, ZS.: Business English Practice Tests. Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2013. 187 s. ISBN 978-80-8122-070-8
 6. MURPHY, R. English Grammar in Use. Cambridge: University Press, 2000. 350 s. ISBN 0-521-43680-X

Language, knowledge of which is necessary to complete a course:
 English language

Notes:

Evaluation of subjects

Total number of evaluated students: 123

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|-----|
| 13.01 | 26.02 | 26.02 | 17.89 | 17.07 | 0.0 |

Teacher: Mgr. Andrej Hevesi, Mgr. Szilárd Sánta, PhD., Mgr. Monika Šimonová, Mgr. Zsuzsanna Tóth

Date of last update: 18.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/EMPdm/ CJAM3/15 | Name: English language 3 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass a written exam. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score. | |
| Results of education: The subject focuses on acquiring general Business English vocabulary and language skills. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing English capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | |
| Brief syllabus: 1. Advertising, advertising media - vocabulary 2. Listening: Creative advertising campaign - discussion 3. Reading: New campaign - vocabulary, discussion. 4. Grammar: Definite, indefinite article. Communication: Presentations, preparing for presentation. 5. Case study: Alpha advertising-effective advertising campaign for companies 6. Preparing presentations 7. Banking, financial sector - vocabulary 8. Listening: Financing companies, discussion 9. Reading: "An inspirational story"- successful investors and investments, discussion 10. Financial market trends - vocabulary 11. Case study: Make your pitch - investment ideas 12. Business correspondence - e-mails. 13. Written exam | |
| Literature: 1. COTTON, D. – FALVEY, D. – KENT, S. Market Leader: Intermediate Business English Course Book. Pearson, 2010. 176 s. ISBN 978-1-408-23695-6 2. MASCULL, B. Market Leader: Intermediate Business English Teacher’s Book. Pearson, 2010. 216 s. ISBN 978-1-4082-4949-9 3. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 4. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. | |

ISBN 978-80-8122-042-5 5. HEVESI, E. – PAPP, V. – SÁNTA, SZ. – SIMON, M. – TÓTH, ZS.: Business English Practice Tests. Komárno: Selye János Egyetem, Gazdaságtudomány Kar, 2013. 187 s. ISBN 978-80-8122-070-8 6. MURPHY, R. English Grammar in Use. Cambridge: University Press, 2000. 350 s. ISBN 0-521-43680-X

Language, knowledge of which is necessary to complete a course:

English language

Notes:

Evaluation of subjects

Total number of evaluated students: 57

| A | B | C | D | E | FX |
|------|------|------|-------|-------|-----|
| 3.51 | 19.3 | 38.6 | 15.79 | 22.81 | 0.0 |

Teacher: Mgr. Andrej Hevesi, Mgr. Szilárd Sánta, PhD., Mgr. Monika Šimonová, Mgr. Zsuzsanna Tóth

Date of last update: 18.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/EMPdm/ CJNM1/15 | Name: German language 1 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass two tests during the term. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score in each test. | |
| Results of education: The subject focuses on acquiring general business vocabulary and language skills in German. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing German capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | |
| Brief syllabus: 1. Transport (Introduction, Types of transport) 2. Word formation 3. Business vocabulary - transport 4. Business correspondence 5. Reading comprehension - newspaper articles 6. Mid-term-test 7. Business meetings and negotiations 8. Planning transport, transport links 9. Meetings, arranging business meetings 10. Business correspondence - agreeing terms and conditions 11. Grammar: sentence transformation 12. Reading comprehension 13. Test | |
| Literature: 1. OLASZY,K.- PÁKOZDINÉ GONDA,I. Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka 283 s. ISBN 978-963-06-3684-1 2. SÜMEGINÉ DOBRA,K.-BORGULYA,I.- SOMOGYMÁRI,M. Ziel: Wirtschaftsdeutschprüfung.[Cieľ: | |

Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, 337 s. ISBN 963 224 678 0 3. DIENST,L. -KOLL,R. - RABOFSKI,B. Training Deutsch für den Beruf. [Tréning nemčiny pre povolanie] Hueber Verlag 2002, 176 s. ISBN 978-3-19-0072 98-9 4. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, 512 s. ISBN 3-411-70961-8 5. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár.(Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 6. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 7. Zusatzmaterial [Doplnkový materiál]

Language, knowledge of which is necessary to complete a course:
German language

Notes:

Evaluation of subjects

Total number of evaluated students: 36

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|-----|
| 30.56 | 19.44 | 13.89 | 13.89 | 22.22 | 0.0 |

Teacher: Mgr. Lilla Fehér, Dr. phil. Mgr. Attila Mészáros

Date of last update: 18.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/EMPdm/ CJNM2/15 | Name: German language 2 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass two tests during the term. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score in each test. | |
| Results of education: The subject focuses on acquiring general business vocabulary and language skills in German. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing German capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | |
| Brief syllabus: 1. Tourism (Introduction, importance of tourism for the economy) 2. Tourism, professions connected with tourism 3. Tourism and ecology 4. Grammar: Word formation 5. Listening comprehension 6. Mid- term-test 7. Services: Travelling, planning a journey, insurance 8. Reading comprehension 9. Grammar: Prefixes 10. Situational dialogues, newspaper articles 11. Describing graphs 12. Business correspondence 13. End-of-term test | |
| Literature: 1. OLASZY, K. - PÁKOZDINÉ GONDA, I. Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka 283 s. ISBN 978-963-06-3684-1 2. SÜMEGINÉ DOBRA, K. - BORGULYA, I. - SOMOGYMÁRI, M. Ziel: Wirtschaftsdeutschprüfung. [Cieľ: | |

Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, 337 s. ISBN 963 224 678 0 3. DIENST,L. -KOLL,R. - RABOFSKI,B. Training Deutsch für den Beruf. [Tréning nemčiny pre povolanie] Hueber Verlag 2002, 176 s.ISBN 978-3-19-0072 98-9 4. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, 512 s. ISBN 3-411-70961-8 5. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 6. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 7.Zusatzmaterial [Doplňkový materiál]

Language, knowledge of which is necessary to complete a course:

German language

Notes:

Evaluation of subjects

Total number of evaluated students: 33

| A | B | C | D | E | FX |
|------|-------|-------|-------|------|-----|
| 30.3 | 21.21 | 21.21 | 18.18 | 9.09 | 0.0 |

Teacher: Mgr. Lilla Fehér, Dr. phil. Mgr. Attila Mészáros

Date of last update: 18.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/EMPdm/ CJNM3/15 | Name: German language 3 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass a written exam. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The subject focuses on acquiring general business vocabulary and language skills in German. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing German capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | |
| Brief syllabus: 1. The Stock Exchange (Introduction, Stock Market Indices) 2. Positive and Negative Tendencies on the Stock Exchange 3. Business vocabulary: Stock Exchange 4. Vocabulary practice 5. Situational dialogues, newspaper articles 6. Grammar: Direct/Indirect Speech 7. Mid-term-test 8. The European Union (history, EU institutions) 9. Accession Criteria to the EU, EURO - convergence criteria 10. Financial Policy of the EU, ECB 11. Grammar 12. Newspaper articles, situational dialogues, improving business vocabulary 13. Test | |
| Literature: 1. OLASZY,K.- PÁKOZDINÉ GONDA,I. Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka 283 s. ISBN 978-963-06-3684-1 2. SÜMEGINÉ DOBRA,K.-BORGULYA,I.- SOMOGYMÁRI,M. Ziel: Wirtschaftsdeutschprüfung.[Ciel': Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, 337 s. | |

ISBN 963 224 678 0 3. DIENST,L. -KOLL,R. - RABOFSKI,B. Training Deutsch für den Beruf. [Tréning nemčiny pre povolanie] Hueber Verlag 2002, 176 s. ISBN 978-3-19-0072 98-9 4. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, 512 s. ISBN 3-411-70961-8 5. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 6. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 7. Zusatzmaterial [Doplňkový materiál]

Language, knowledge of which is necessary to complete a course:

German language

Notes:

Evaluation of subjects

Total number of evaluated students: 15

| A | B | C | D | E | FX |
|------|------|-------|-----|-------|-----|
| 20.0 | 20.0 | 26.67 | 0.0 | 33.33 | 0.0 |

Teacher: Mgr. Lilla Fehér, Dr. phil. Mgr. Attila Mészáros

Date of last update: 18.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ CON/14 | Name: Controlling |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester the students write two written tests, each for 35 points and students will individually solve practical task for 30 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. Students have to collect min. 35 scores from two test papers. In other cases students will not have any credits. | |
| Results of education: The aim of the subject is to provide students with the theoretical knowledge and expand their practical skills linked with controlling particularly in the business unit. After completing the course students will know the essence and principles of formation and functioning of the controlling system, as well as the scope of controllers at different levels of management. Student will be able to apply the controlling tools in forecasting, information providing, control and reporting. | |
| Brief syllabus: 1. Introduction to controlling. Controlling and controller. The application of controlling in economic practice. 2. The concept of controlling and its role, the position of the controller in the enterprise. 3. The phases and steps leading to the formation of the controlling system. 4. The integration of the controlling into corporate hierarchy, linear and matrix organizational model. 5. Strategic controlling and Balanced Scorecard. 6. Managerial accounting, financial accounting and controlling – mutual relations. 7. Costs and their classification, the analysis of the evolution of costs and cost forecasting. Break even point. 8. The information and the phases of guaranteeing the information needs of the employees. 9. The use of information systems for the controlling purposes. 10. Key performance indicators and systems of indicators. 11. The control and reporting. 12. The legislative framework and controlling. Sarbanes Oxley Act. Corporate codes. 13. Controlling trends. | |

Literature:

1. ESCHENBACH, R. – SILLER, H. Profesionální controlling. Koncepcie a nástroje. Česká republika: Vydavatelství Wolters Kluwer, 2012. 396 s. ISBN 9788073579180
2. PREIßNER, A.: Praxiswissen Controlling. München: Carl Hanser Verlag, 2008. 469 s. ISBN 978-3-446-41235-4
3. HORVÁTH & PARTNERS: Controlling. Út egy hatékony controllingrendszerhez. Budapest: Complex Kiadó, 2009. 288 o. ISBN 978-963-224-940-7
4. KÖRMENDI, L. – TÓTH, A.: A controlling alapjai. Budapest: Saldo, 2011. 218 o. ISBN 9789636383824
5. Oficiálny kontrolingový portál. www.controllingportal.hu [online] 2013.

Language, knowledge of which is necessary to complete a course:

Hungarian Language and Slovak Language

Notes:**Evaluation of subjects**

Total number of evaluated students: 298

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|-----|
| 13.76 | 17.45 | 31.54 | 18.79 | 18.46 | 0.0 |

Teacher: Ing. Zoltán Šeben, PhD., prof. Dr. József Poór, DSc.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ DPS/14 | Name: Taxation of Business Entities |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: The student's knowledge, which is gained during the semester, is assessed by two written exams. The available total score is 100 points on two written exams. Predefined conditions by the teacher at the beginning of the semester in addition also affect to the achieved score of students. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The main objective of the course is to make students familiar with the role and function of taxation. Attention has been paid to primary and secondary characteristics of the taxes collected in Slovakia nowadays. Student will get an overview of tax legislation in Slovakia, as well as of the operation of the system of direct and indirect taxes after completing the course | |
| Brief syllabus: 1. The measurement of effects of taxes. Classification of taxes. Tax System of the Slovak Republic. 2. Tax and charge administration. 3. Personal Income Tax – classification of incomes, dependent activity. 4. Personal Income Tax – income from business, from other independent gainful activity, from lease and from use of artistic performance. 5. Personal Income Tax – capital and other income. 6. Personal Income Tax – annual clearing and settlement of the tax liability. 7. Corporate Income Tax – subject and object of the tax, available methods of payment and collection of the tax. 8. Income Tax – tax base, expenses in relation to the tax base, transformation of the accounting economic result to the tax base. 9. Value Added Tax – The principle of the operation of VAT, the influence of the position of not registered subject to the amount of VAT in the chain of registered subjects. 10. Value Added Tax – subject and object of VAT, place of the taxable trade transactions, inception of the tax liability, the tax base and the tax rate, exempt taxable transactions, tax deduction, ways of payment and collection of VAT. | |

11. Characterization and definition of Excise Duty collected in the Slovak Republic.
12. The operation of Excise Duties.
13. Local Taxes collected in the Slovak Republic.

Literature:

1. BOJŇANSKÝ, J. – HULÍK, R. – PRIBILOVIČOVÁ, I. Dane podnikateľských subjektov. Nitra: SPU v Nitre, 2010. 252 s. ISBN 978-80-552-0486-4.
2. SCHULTZOVÁ, A. - RABATINOVÁ, M. - REPKOVÁ, D. Daňovníctvo, daňová teória a politika I. Bratislava: Iura Edition, 2011. 260 s. ISBN 978-80-8078-407-2.
3. LÉNARTOVÁ, G. - ĎURINOVÁ, I. - VAVROVÁ, K. Dane podnikateľských subjektov – praktikum. Bratislava: Vydavateľstvo EKONÓM, 2011. 235 s. ISBN 978-80-225-3136-8.
4. SZÉLES, Zs. Vállalati adózás. Gödöllő: Szent István Egyetemi Kiadó, 2011. 96 s. (bez ISBN).
5. ŠIROKÝ, J. Daně v Evropské unii. 4. aktualiz. vyd. Praha: Linde Praha, a.s., 2010. 351 s. ISBN 978-80-7201-799-7.

Language, knowledge of which is necessary to complete a course:

Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 391

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|-----|
| 15.86 | 13.55 | 18.67 | 24.81 | 24.81 | 2.3 |

Teacher: prof. Dr. Imrich Okenka, PhD., Ing. Norbert Gyurián, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | | | | | |
|---|-------|--------------------------------------|------|------|------|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KM/EMPdm/ EP/14 | | Name: Economics of Enterprise | | | |
| Types, range and methods of educational activities: Form of study: Recommended extent of course (in hours): Per week: For the study period: Methods of study: present | | | | | |
| Number of credits: 8 | | | | | |
| Recommended semester/trimester of study: 3., 4.. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. | | | | | |
| Results of education: | | | | | |
| Brief syllabus: Themes: 1. Controlling 2. Logistics 3. Marketing Strategy 4. Taxation of Business Entities 5. Financial Analysis | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 371 | | | | | |
| A | B | C | D | E | FX |
| 50.67 | 29.38 | 9.43 | 5.39 | 4.85 | 0.27 |
| Teacher: | | | | | |
| Date of last update: 11.06.2014 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

| | |
|---|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ FIA/14 | Name: Financial Analysis |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Semester work (30 points), written exam (70 points). To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The aim of the course is introduce students two relevant areas of business practice: financial analysis and financial planning. After completing the course student will be able to implement financial planning and carry out financial analyses. They will also be knowledgeable in the fundamental aspects and methodology of these processes to achieve business objectives. | |
| Brief syllabus: <ol style="list-style-type: none">1. Introduction to financial analysis. Course description.2. Analysis of the financial situation of the company3. The importance of financial analysis, outputs and outcomes4. Input and output elements of the financial analysis5. Tools and methods of financial analysis6. The process of financial analysis7. The results of the financial analysis, interpretation8. Corporate Planning. Introduction to the problem.9. Time dimension and Corporate Planning10. The structure of the business plan11. Methods and techniques in the planning process12. A concrete business plan13. Control of the fulfillment of plans, re-design. | |
| Literature: <ol style="list-style-type: none">1. ZALAI, K. a kol. Finančno-ekonomická analýza podniku. Bratislava: Sprint dva. 2010. 448 s. ISBN 978-80-89393-15-22. KRÁLOVIČ, J. Finančné plánovanie podniku. Bratislava: Sprint dva. 2010. 208 s. ISBN 978-80-89393-20-6 | |

3. ŠLOSÁROVÁ, A. a kol. Analýza účtovnej závierky. Bratislava: Iura Edition. 2006. 478 s. ISBN 80-8078-070-6
4. GIBSON, H. CH. Financial Reporting & Analysis. USA: Cengage Learning. 2010. 640 s. ISBN 978-1-4390-8086-3

Language, knowledge of which is necessary to complete a course:

hungarian language, slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 300

| A | B | C | D | E | FX |
|-----|-------|------|-------|-------|------|
| 9.0 | 10.67 | 24.0 | 26.33 | 29.67 | 0.33 |

Teacher: prof. Dr. József Poór, DSc., Ing. Zoltán Šeben, PhD., PhDr. Imrich Antalík, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ FIM/14 | Name: Financial Markets and Investments |
| Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester: two written tests (2x20 points). In the exam period: written exam (60 points). Final evaluation: sum of points obtained from two tests and from the exam. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The aim of the course is to provide further knowledge in the fields of financial markets and investment opportunities. Students will also learn about money, capital and foreign exchange markets. | |
| Brief syllabus: <ol style="list-style-type: none">1. Financial market characteristics2. Types and characteristics of financial instruments3. Risk-return relationship, types of risks, investors and risk4. Yield calculation, portfolios, portfolios yield.5. Bonds. Types and pricing.6. Shares. types of shares, rights issue process, shareholder rights.7. „Financial markets in practice. Trading in the financial markets, trading systems.8. Fundamental analysis, comparative evaluations.9. Fundamental analysis. Free cash flow methods (FCFF, FCFE, APV and EVA method)10. Technical analysis. technical analysis tools.11. Technical analysis - Indicators, Fibonacci series.12. The foreign exchange market. Factors influencing the exchange rate.13. Derivatives (options, futures/forward transactions, swap transactions). | |
| Literature: <ol style="list-style-type: none">1. HRVOLOVÁ, B. Analýza finančných trhov. Bratislava: Sprint, 2006, 564 s. ISBN 80-89085-59-82. CHOVANCOVÁ, B. Finančný trh. Bratislava: Eurounion, 2003, 611 s. ISBN 8088984319 | |

3. MARKOVIČ, P. a kol. Manažment finančných rizík podniku. Bratislava: Iura Edition, 2007, 383 s. ISBN 978-80-8078-132-3
4. BODIE, Z. – KANE, A. – MARCUS, A. J. Befektetések.(Investície) Budapest: Aula Kiadó, 2005, 1144 s. ISBN 963 9585 42 4
5. DAMODARAN, A. A befektetések értékelése. (Hodnotenie investícií) Budapest: Panem Könyvkiadó, 2006, 1080 s. ISBN 9635454554
6. KOHN, M. Bank- és pénzügyek, pénzügyi piacok. (Banky a peniaze, peňažné trhy) Budapest: Osiris Kiadó, 2007, 1059 s. ISBN 9633894352

Language, knowledge of which is necessary to complete a course:

hungarian language, slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 204

| A | B | C | D | E | FX |
|------|------|-------|-------|-------|------|
| 2.94 | 9.31 | 19.61 | 33.82 | 33.82 | 0.49 |

Teacher: Ing. Norbert Gyurián, PhD., PhDr. Imrich Antalík, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|-----------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ FMN/14 | Name: Financial Management |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester the students write two written tests, each for 35 points and students will individually solve practical task for 30 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. Students have to collect min. 35 scores from two test papers. In other cases students will not have any credits. | |
| Results of education: The aim of the subject is to deepen and expand the knowledge of students, which can be applied in the practical management of the financial processes in a wider range. The attention is mostly given to the financial planning, to optimization of the capital structure, to financial investment and financial risks, to financing, as well as to the company payment system. After completing the course students will be able to decide and solve key issues of the financial management. | |
| Brief syllabus: 1. Introduction to financial management. Financial manager. 2. Financial planning in the company. Financial plan and its structure. The methods of making the financial plan. 3. The capital structure of the company. Optimization of the capital structure. Theories of capital structure. 4. Financial investment, risk, return and liquidity. Quantification of risk and return. The investment strategies. 5. The correlation analysis and the modern portfolio theory. Correlation matrix, covariance matrix, standard deviation and the setting of weights in the creation of effective portfolio. 6. Capital asset pricing model and the security market line. 7. Financial risks management. The risk quantification. 8. Basel II, its concept and methods applicable for determining capital requirements. 9. Quick assets management. Baumol model. Miller-Orr model. 10. The payment system of the company. 11. Evaluation of the effectiveness of investment projects by means of the decision-making trees. | |

12. Alternative sources of company financing. Private equity market. Venture capital funds and business angels in the Slovak republic.
 13. Trends in financial management.

Literature:

1. KRÁLOVIČ, J. – VLACHYNSKÝ, K. Finančný manažment. Bratislava: Iura Edition, 2011. 468 s. ISBN 978-80-8078-356-3
2. KRÁLOVIČ, J. – POLEDNÁKOVÁ, A. – SOCHOR, M. – VLACHYNSKÝ, K. Finančný manažment – zberka príkladov. Bratislava: Iura Edition, 2011. 236 s. ISBN 978-80-8078-431-7
3. BRIGHAM, F. E. – EHRHARDT, C.M.: Financial management: Theory and practice. Mason, Ohio: South-Western; Andover: Cengage Learning, 2013. 1167 s. ISBN 978-1-111-97220-2
4. CUMMING, J. D. – JOHAN, A. S. Venture Capital and Private Equity Contracting. An International Perspective. USA: Elsevier Inc., 2009. 770 p. ISBN 978-0-12-198581-3
5. TARULLO, K. D. Banking on Basel. The Future of International Financial Regulation. Washington, DC: Peterson Institute for International Economics, 2008. 310 p. ISBN 9780881324235
6. IVÁNNÉ, I. Vállalkozások pénzügyi alapjai. Budapest: Saldo, 2009. 244 o. ISBN 978-963-638-326-8
7. BREALEY, A. R. – MYERS, C. S. Modern vállalati pénzügyek. Budapest: Panem Könyvkiadó, 2005. 1176 o. ISBN 978-963-5454228

Language, knowledge of which is necessary to complete a course:

Hungarian Language and Slovak Language

Notes:

Evaluation of subjects

Total number of evaluated students: 391

| A | B | C | D | E | FX |
|------|-------|-------|-------|-------|------|
| 9.97 | 14.32 | 27.37 | 24.04 | 20.46 | 3.84 |

Teacher: prof. Dr. József Poór, DSc., Ing. Zoltán Šeben, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ ISP/14 | Name: Company Information Systems |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Semester work 50% and exam 50%. To obtain grade „A“ students have to obtain minimum 90% average of the total score, to obtain grade „B“ students have to obtain 80% average of the total score, to obtain grade „C“ students have to obtain 70% average of the total score, to obtain grade „D“ students have to obtain 60% average of the total score, to obtain grade „E“ students have to obtain 50% average of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The aim is to teach students to navigate the issue of the use of IS / IT in business sphere in the performance management functions at all levels of management. Also provide basic knowledge of systems integration, IT strategy, implementation of the critical factors and operation of IS / IT outsourcing IS / IT, audit, IS / IT and the effectiveness of IS / IT. The exercises are aimed the application and presentation of basic business processes in an integrated enterprise information system SAP R / 3. After completing the course the student masters the basic IT company. | |
| Brief syllabus: 1. Beginning. The increasing role of information management 2. IS IT and information systems. 3. Systematic approach to problem solving 4. The development of information systems. 5. Data and information protection information 6. Databases 7. Globalization, impact of ICT on organizations and organizational structures 8. Integrated systems management company 9. SAP R / 3 10. E-business 11. Integrated business information system 12. Business Intelligence 13. The strategic role of information systems | |
| Literature: 1. BASL, J. Podnikové informační systémy: Podnik v informační společnosti 1. vyd. Praha: Grada Publishing, 2002. 142 s. ISBN 80- 247-0214-2 | |

2. BASL, J. – BLAŽÍČEK, R. Podnikové informační systémy: Podnik v informační společnosti
3. vyd. Praha: Grada Publishing, 2013. 323 s. ISBN 978 80 247 4307 3
3. GÁLA, L. – POUR, J. – ŠEDIVÁ, Z.: Podniková informatika: Grada Publishing, 2009. 496 s. – ISBN978-80-247-2615-1.
4. JUHÁSZ, S. Vállalati információs rendszerek műszaki alapjai. Bicske: SZAK kiadó, 2011. 506 s. ISBN: 978-963-9863-22-4.
5. KOKLES, M.-ROMANOVÁ, A. Informačný vek. Bratislava: Sprint vfra, 2002. 305s. ISBN 80 89085 09 1.
6. SÁNTÁNÉ, E. – BIRÓ, M. – GÁBOR, A. – KŐ, A. – LOVRICS, L.: Döntéstámogató rendszerek: Budapest : Panem, 2008. 406 s. - ISBN 978-9-635454-82-2.
7. STOFFOVÁ, V. – CSÍZI, L. – TÓTH, K. – SZÓKÖL, Š.: Informačné a komunikačné technológie v praxi II. Komárno : Univerzita J. Selyeho, 2007. 316 s. ISBN 978-80-89234-42-4.
8. STOFFOVÁ, V. – CSÍZI, L. – TÓTH, K. – SZÓKÖL, Š.: Információs és kommunikációs technológiák a gyakorlatban II. Komárno : Univerzita J. Selyeho, 2008. 323 s. ISBN 978-80-89234-69-1.

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak languages

Notes:

Evaluation of subjects

Total number of evaluated students: 378

| A | B | C | D | E | FX |
|-------|-------|------|-------|------|------|
| 16.14 | 27.78 | 32.8 | 14.55 | 8.47 | 0.26 |

Teacher: Ing. Ondrej Takáč, PhD., prof. Dr. Imrich Okenka, PhD., doc. RNDr. János Tóth, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|----------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ KOM/14 | Name: Communication |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Written test. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The subject improves communication skills during team projects. The focus is on business and management communication skills development. During the semester the students are provided with the theoretical background, whereas case studies are used in seminars in order to foster deeper understanding of different situations and interactions. | |
| Brief syllabus: <ol style="list-style-type: none">1. Strategies of nonverbal communication. Intention and manipulation.2. Culture and communication. Verbal interactions.3. Presentations. Lectures.4. Persuasion, mass communication. Ways of persuasion.5. The art of persuasion. Negotiations.6. Ways of managing conflicts. Types of conflicts.7. Avoiding conflicts. Cooperation and interests.8. Introduction to crisis communication.9. Crisis communication.10. Written communication. Letters, e-mails.11. CV and applications. Job interviews.12. Media, press, journalism.13. Making news. Interviews. | |
| Literature: <ol style="list-style-type: none">1. SZARKOVÁ, M. a kol. Komunikácia v manažmente. EKONÓM Bratislava 2002. 198 s. ISBN 80-225-1585-X.2. SZARKOVÁ, M. Communication and Labour Psychology. Ekonóm, Bratislava 2004. 136 s. ISBN 8022519006 | |

3. KHELEROVÁ, V. Komunikační a obchodní dovednosti manažera. Grada, Praha 2006. 142 s. ISBN 80-247-1677
4. SZABÓ K. Kommunikácia na vysokom stupni. Vydavateľstvo Kossuth, Bp. 2001. 406 s. ISBN 9630943034
5. MALOTA, E. – MITEV, A. Kultúrák találkozásá. (Stret kultúr) Vydavateľstvo Alinea, Bp. 2013. 284 s. ISBN 978-615-5303-07-4
6. RÓKA, J. – HOCHÉL, S. Interkulturális és nemzetközi kommunikáció a globalizálódó világban. (Interkulturálna a medzinárodná komunikácia v globalizovanom svete) Budapesti Kommunikációs és Üzleti Főiskola, Bp. 2009. 260 s. ISBN 978-963-7340-74-1

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak languages

Notes:

Evaluation of subjects

Total number of evaluated students: 241

| A | B | C | D | E | FX |
|-------|-------|------|------|------|-----|
| 64.73 | 19.92 | 9.54 | 4.15 | 1.66 | 0.0 |

Teacher: doc. Ing. Péter Karácsony, PhD., Mgr. Szilárd Sánta, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|--|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ KPP/14 | Name: Competition Policy |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 4. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: The method of evaluation of the subject is the following: oral presentation (40%) and written work (60%). To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The subject would like to help students to evaluate the most important phenomena of competition policy. During the lectures, we will deal with the issues of economic policy, market institutions and law. The students will evaluate the situation of free and regulated markets, especially the limitations, state and political interventions. The subject would like to illuminate the practice of competition policy in developed countries and new democracies, especially in Hungary and Slovakia. | |
| Brief syllabus: 1.The subject and framework of competition policy. Schools and theories 2.The market's types: from the monopolies to the free market. 3.The antimonopoly measures. Competition versus monopolies. 4.The limits of the market — markets in danger. 5.Strategies of the corporations at the oligopol markets: horizontal and vertical limits. 6.Antitrust regulation in Slovakia and Hungary. 7.Road to monopolization, regulation of markets, abuse of market domination. 8.Market concentration, fusions (vertical, horizontal and conglomerate). 8.The role of competition policy: the intervention into the market mechanisms. 10.Natural and other monopolies. 11.The compilation of the competition, industry and trade policy. International influences, strategic fusions, international cartels. 13.The competition policy of the European Union. Harmonization efforts during the EU accession. International convergencies in competition policy. 13.Ethical issues of the competition. | |
| Literature: | |

1. VINCÚR, P.: Teória a prax hospodárskej politiky. Bratislava: SPRINT, 2007. 432 S, ISBN 8089085804
2. MOTTA, M.: Competition Policy: Theory and Practice. Cambridge University Press, 2008. 616 S. ISBN-13: 978-0521016919
3. GRAHAM, E., RICHARDSON, D: Global Competition Policy. Peterson Institute, 1997. 614 s. ISBN 0-88132-166-4
4. MASSIMO, M. Komparatívna politika, Teória a prax. Budapest: Gazdasági Versenyhivatal Versenykultúra Központ, 2007. 665 s. ISBN 978-963-200-100-5
5. VINCZE, M.: Európska ekonomika. Kolozsvár: Kolozsvári Egyetemi Kiadó, 2008. 354 s., ISBN 978-973-610-800-6

Language, knowledge of which is necessary to complete a course:
Hungarian and Slovak Language

Notes:

Evaluation of subjects

Total number of evaluated students: 83

| A | B | C | D | E | FX |
|------|-------|-------|------|------|-----|
| 9.64 | 44.58 | 38.55 | 2.41 | 4.82 | 0.0 |

Teacher: István Jobbágy, PhD., doc. Ing. Péter Karácsony, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ LOG/14 | Name: Logistics |
| Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 4. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: At the end of the semester, written exam for 100 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The goal is to familiarize students with logistics, management practices and approaches production planning, which play a key role in the enterprises market economy, as well as corporate philosophy that is behind these approaches. The aim is to give students enough depth knowledge in order to manage production and logistics processes. The course is aimed at address specific case studies of logistics, production planning and evaluation logistics and production costs. | |
| Brief syllabus: 1. Foundations of logistics, relations, the aims and tasks in logistics, logistical costs 2. Customer service 3. Logistics of value-creating processes: logistics, production logistics 4. Forwarding 5. Warehousing, Stock planning, material movements 6. Tools and systems in material movements, packaging technologies, services in logistics, inverse logistics 7. Marketing logistics 8. Logistics and entrepreneurship 9. Supply chain management 10. Information systems in logistics, quality and logistics, stakeholders 11. Companies in the society, HR, business plan 12. E-logistics 13. Organizational aspects of the logistic system of a company, controlling in production logistics | |
| Literature: 1. GELEI, A. Logisztikai döntések – fókuszban a disztribúció. Budapest: Akadémiai Kiadó, 2013. 456 p. ISBN 978-963-059-3809 | |

2. DUPAL, A. – BREZINA, I. Logistika v manažmente podniku. Bratislava: SPRINT, 2006. 326 p. ISBN 80-89085-38-5
3. WATERS, D. Global logistics. Cornwall: MPG Books Ltd., 2007. 536 p. ISBN 978 07494 48134
4. SZEGEDI, Z. – PREZENSZKI, J. Logisztika-Menedzsment. Budapest: Kossuth Kiadó, 2005. 456 p. ISBN 963 09 4777 3
5. SZEGEDI, Z. Logisztika-Menedzsment Esettanulmányok. Budapest: Kossuth Kiadó, 2008. 298 p. ISBN 978-963-09-5792-2

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 300

| A | B | C | D | E | FX |
|------|-------|------|-------|------|-----|
| 8.67 | 15.67 | 19.0 | 30.67 | 26.0 | 0.0 |

Teacher: prof. Dr. László Józsa, CSc., PhDr. Erika Seres Huszárík, PhDr. Silvia Tóbiás Kosár

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MAS/14 | Name: Marketing Strategy |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester the students have to write 2 exam papers (25 points of each), 1 assignment (50 points) in the interest of the successful output. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The students get the knowledge and capacities about the application of the different marketing tools during the semester. The students will know how to apply the marketing tools in different types of organizations, they will able to make strategic marketing plans and to implement the marketing activities. | |
| Brief syllabus: <ol style="list-style-type: none"> 1. The basic elements of marketing, business philosophies 2. The elements of marketing-mix 3. Marketing planning, marketing strategy 4. Marketing information system, marketing controlling and monitoring 5. The formation of marketing model, marketing indicators 6. Marketing, as the key factor of selling 7. Distribution systems, distribution channels 8. Service marketing. Process and characteristic of service providing 9. Project marketing 10. Marketing of the non-profit organizations 11. Marketing in culture 12. Regional marketing, marketing in tourism 13. Marketing activity in financial organizations | |
| Literature: <ol style="list-style-type: none"> 1. NÍZKA, H. Aplikovaný marketing. Bratislava: IURA Edition, 2007. 261 s. ISBN 978-80-8078-157-6 2. KITA, J. Nákup a predaj. Bratislava: IURA Edition, 2011. 178 s. ISBN 978-80-8078-380-8 | |

3. KOTLER, P. – KELLER, K.L. – BRADY, M. – GOODMAN, M. – HANSEN, T. Marketing Management. Harlow: ROTOLITO Lombarda, 2009. 889 s. ISBN 978-0-273-71856-7
4. KOTLER, P. – KELLER, K.L.: Marketingmenedzsment. Budapest: AKADÉMIAI KIADÓ Zrt., 2008. 986 s. ISBN 9789630583459
5. JÓZSA, L. Marketingstratégia. Budapest: AKADÉMIAI KIADÓ Zrt., 2005. 710 s. ISBN 9789630582902

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 384

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|------|
| 10.68 | 21.09 | 22.14 | 25.52 | 19.79 | 0.78 |

Teacher: prof. Dr. László Józsa, CSc., Ing. Norbert Gyurián, PhD., PhDr. Erika Seres Huszárik

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|-------------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MED/14 | Name: International Taxation |
| Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: The student's knowledge, which is gained during the semester, is assessed by two written exams. The available total score is 100 points on two written exams. Predefined conditions by the teacher at the beginning of the semester in addition also affect to the achieved score of students. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The main objective of this course is to make students familiar with current trends in taxation in the world. The attention has been paid to tax principles applied in general, to tax competition and to tax harmonization process. Students will get knowledge about problems of taxation in the European Union, as well as in several countries in the world. | |
| Brief syllabus: 1. Definition of basic terms of international taxation. 2. The basic principles of international taxation. 3. Characteristics and classification of double taxation. 4. Elimination of double taxation. 5. International agreements to avoid double taxation. 6. Taxation in the European Union. Authorities and Institutions operating in the area of taxation. Legal norms of taxation in the European Union. 7. Harmonization in the field of direct taxation – Harmonization of Corporate Income Tax. 8. Harmonization of indirect taxes – Harmonization of Value Added Tax. 9. Harmonization of indirect taxes – Excise Duties. 10. Characteristics of tax competition. 11. Comparison of tax systems and policy of Hungary and Slovak Republic. 12. Tax system and policy of selected countries in the world. 13. International tax planning and tax havens in the world. | |
| Literature: 1. KUBÁTOVÁ, K. Daňová teorie a politika. Praha: ASPI. 2006. 283 s. ISBN 80-7357-205-2. | |

2. LÁCHOVÁ, L. Daňové systémy v globálnom svete. Praha: ASPI. 2007. 274 s. ISBN 978-80-7357-320-1.
3. ŠIROKÝ, J. Daně v Evropské unii. 4. aktualiz. vyd. Praha: Linde, a.s. 2010. 351 s. ISBN 978-80-7201-799-7.
4. HERICH, Gy. a kol. Nemzetközi adózás: Adózás az Európai Unióban. (Medzinárodné zdaňovanie: Zdaňovanie v EÚ) Pécs: Penta Unió, 2011. 594 s. ISBN 978-963-89210-5-5.
5. HERICH, Gy. Nemzetközi adótervezés. (Medzinárodné daňové plánovanie) 3. aktualiz. vyd. Pécs: Penta Unió, 2011. 212 s. ISBN 978-963-89210-3-1.

Language, knowledge of which is necessary to complete a course:

Hungarian Language and Slovak Language

Notes:

Evaluation of subjects

Total number of evaluated students: 227

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|------|
| 15.86 | 15.86 | 14.98 | 26.87 | 22.47 | 3.96 |

Teacher: Ing. Norbert Gyurián, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|--------------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MEM/14 | Name: International Marketing |
| Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester the students have to write 2 exam papers (25 points of each), 1 assignment (50 points) in the interest of the successful output. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The students get the knowledge about the application of the different marketing activities in the international organizational environment. The students will know the characteristic of the applicable marketing tools in the international environment and they will be able to apply their knowledge in practice too. | |
| Brief syllabus: 1. Globalization of commerce, the background of the international marketing 2. Internationalization of companies 3. Theories of internationalization 4. Standardization, globalization, adaption 5. International marketing environment: social and cultural aspects 6. International marketing environment: demographic, economic and political aspects 7. Expansion to international markets 8. Targeting, international marketing strategy 9. International marketing research 10. International product policy 11. International price policy 12. International distribution policy 13. International communication policy | |
| Literature: 1. DUDINSKÁ, E.-RUČINSKÝ, R.- ŠIMEGH, P. Medzinárodný marketing. Bratislava: Ekonóm, 2004. 244 s. ISBN 80-225-1799-2 2. HORSKÁ, E. Medzinárodný marketing. Nitra: SPU, 2007. 219 s. ISBN 978-80-8069-938-3 | |

3. KOTLER, P. – ARMSTRONG, G. Moderní marketing. Praha: GradaPublishing, 2007. 855 s. ISBN 978-80-247-1545-2
4. FOJTIK, J.– REKETTYE, G. Nemzetközi marketing. Budapest: Oeconomica. 2009. 310 s. ISBN 978-963-9542-06-8

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 392

| A | B | C | D | E | FX |
|------|-------|-------|------|-----|------|
| 22.7 | 39.29 | 20.92 | 8.93 | 7.4 | 0.77 |

Teacher: prof. Dr. László Józsa, CSc.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|--|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MKV/14 | Name: Quality Management |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Two written tests for 25 points and semester work for 50 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The course is designed to acquaint students with the importance of quality management, content and application in production. The course helps develop skills, communication and teamwork, prepares graduate students to react flexibly to changes. Students learn about quality management principles, approaches and methods. She understands the role of data quality management and half in light of the quality management approaches. It will be able to apply the knowledge to the constant development of standard requirements for quality management systems beyond it. | |
| Brief syllabus: 1. Introduction to QM. 2. The concept of quality and its development from the perspective of the historical. Current approaches to quality management. 3. The basics of QM. QM as philosophy. 4. Basic concepts of QM. 5. Principles and use QM. 6. Principles QM (customer focus, continuous improvement, focus on staff). 7. Customer satisfaction. External customer satisfaction and its constituents. 8. Operative and strategic insight to manage customer relationships. 9. Build customer loyalty. 10. Employee involvement. Importance of Assessment. 11. The role of management and leadership, meeting the expectations of employees. 12. The involvement of employees as a critical success factor. 13. Selected tools and methods of quality. | |
| Literature: 1. KAPSDORFEROVÁ, Z. Manažment kvality. Nitra: SPU, 2008. 120 s. ISBN 978-80-552-0115-3 | |

2. TENNER, A. R. – DE TORO, I. J. Teljes körű minőségmenedzsment-Total Quality Managemen. Budapest: Műszaki Könyvkiadó, 2001. 266 s. ISBN 9631630439
3. MATEIDES, A. Manažérstvo kvality. EPOS, 2006. 751 s. ISBN 80-8057-656-4.
4. KÖVESI, J.-TOPÁR, J.: Základy manažmentu kvality. Typotex Kft, 2006. 245 s. ISBN 9639664111, 9789639664111
5. VÉGHOVÁ, K. TQM – manažment kvality. University J.Kodolányi, 2010. 168 s. CD-ROOM, ISBN 9788957621341

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 384

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|-----|
| 22.92 | 22.92 | 20.57 | 20.05 | 13.54 | 0.0 |

Teacher: Ing. Renáta Machová, PhD., prof. Dr. László Józsa, CSc., doc. Ing. Ondrej Hegedús, PhD., PhDr. Zsuzsanna Gódány

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|--|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MMLZ/14 | Name: International Human Resource Management |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Case study for 40% and written exam for 60%. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% | |
| Results of education: The basic aim of this course is to contribute giving a clear explanation about driving forces of factors that influence the human resource activities in light of the internationalization and globalization. It pays special attention to the convergences and divergences in human resource management in domestic and international environments. There are discussed new concepts that are the result of internationalization and globalization in human resource management. The students after completion of the subject are able to apply their leadership skills of human resources in an international environment. | |
| Brief syllabus: 1. Impacts of internationalization, globalization, crisis and road to recovery on HRM of international companies 2. Similarities and differences between domestic and international human resource management (IHRM) 3. Impact of crises on HR. 4. Strategic and organizational context of international human resource management (IHRM) 5. Sourcing (recruiting and selecting staff) for international operations 6. Training and development in international environment 7. Empirical researches in IHRM 8. Performance Management (PM) in international environment 9. Compensation in international environment 10. Re-entry and career issues 11. Industrial Relations in international environment 12. External professional providers in IHRM 13. Future in international human resource management (IHRM) – Green HRM | |
| Literature: | |

1. KACHANÁKOVÁ, A. - NACHTMANNOVÁ, O. – JONIAKOVÁ, Z. Personálny manažment. Bratislava: Edícia Ekonómia. 2008. 235 s. ISBN 978-80-8078-391-4
2. POÓR, J. Nemzetköziesedés és globalizáció az emberi erőforrás menedzsmentben. (Internacionalizácia a globalizácia v riadení ľudských zdrojov) Budapest: Complex Vydavateľstvo, 2013. ISBN 978 963 295 287 1
3. POÓR J. – BÓDAY, P. – KISPÁL, V. Z.(eds.) Trendek és tendenciák a Kelet-Európai emberi erőforrás menedzsmentben. (Trendy a tendencie v riadení ľudských zdrojov vo východnej Európe) Budapest: Gondolat Vydavateľstvo. 2011. s. 298. ISBN 9789636932817
4. POÓR, J. Az emberierőforrás-gazdálkodás átalakulása a nemzetközi cégek leányvállalatainál Magyarországon és a kelet-európai régióban. (Transformácia riadenia ľudských zdrojov v dcérskych spoločnostiach medzinárodných spoločností v Maďarsku a východoeurópskom regióne) Közgazdasági Szemle, LX ročník, 1. Číslo, 2013. ss.64-89. HU-ISSN-0023-4346.
5. POÓR,J.- FARKAS,F.- ENGLE,A.D. (eds.) Human Resource Management Issues and Challenges in Foreign Owned Companies: Central and Eastern Europe. Faculty of Economics, J. Selye University, Komárno (Slovakia), 2012. 316 s. ISBN: 978-80-8122-047-0

Language, knowledge of which is necessary to complete a course:

Slovakian and Hungarian language

Notes:

Evaluation of subjects

Total number of evaluated students: 379

| A | B | C | D | E | FX |
|-------|-------|-------|-------|------|-----|
| 17.94 | 39.58 | 30.61 | 11.08 | 0.79 | 0.0 |

Teacher: Ing. Zoltán Šeben, PhD., prof. Dr. József Poór, DSc.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|---|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MNR/14 | Name: Managerial Decision Making |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: At the end of the semester, written exam for 100 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The aim of the course is to acquaint students with the theory and techniques of management decision-making. The development of managerial decision-making models familiar to the students through specific practical examples. Student completing the course will gain knowledge and insight into the theory of bounded rationality, the strategic decision, the creative decision-making, as well as other relevant factors decision-making process. After completion of this course the student must be able to evaluate managerial decisions and creative thinking to solve problems. | |
| Brief syllabus: 1. Problem solving and decision making 2. Development of decision making models 3. Limited rationality theory 4. Strategic decision making 5. Creative decision making 6. The hierarchic model of information 7. Psychology of decision making, heuristics 8. The SEU model, multiple criteria decisions 9. Techniques of group decision-making 10. Group communication, communicational net 11. Social decisions – constitutional election 12. Social decisions – normative society theory 13. Risk perception and risk management | |
| Literature: | |

1. MÁRTON-KOCZÓ, I. Az 50 legjobb magyar üzleti döntés, és 15 a legrosszabbak közül. (50 najlepších a 15 najhorších maďarských obchodných rozhodnutí) Budapest: Alinea Kiadó, 2013. 304 p. ISBN 978-615-530-30-12
2. DONELLY, J. H. Jr.–GIBSON, J. L. – IVANCEVICH, J. M. Management. Praha: GRADA, 2008. 824 p. ISBN 80-7169-422-3
3. MAJTÁN, M. a kol. Manažment. Bratislava: ELITA, 2009. 405 p. ISBN 978-80-89393-07-7
4. ZOLTAYNÉ PAPRIKA, Z. Döntésemélet. (Teória rozhodovania) Budapest: ALINEA Kiadó, 2005. 596 p. ISBN 963 866 5122

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 288

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-------|------|
| 19.44 | 13.89 | 20.14 | 18.06 | 26.74 | 1.74 |

Teacher: prof. Dr. László Józsa, CSc., Ing. Norbert Gyurián, PhD., PhDr. Erika Seres Huszárík, Ing. Renáta Machová, PhD., PhDr. Silvia Tóbiás Kosár

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|-------|------------------------------------|------|------|------|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KM/EMPdm/ MP/14 | | Name: Enterprise Management | | | |
| Types, range and methods of educational activities: Form of study: Recommended extent of course (in hours): Per week: For the study period: Methods of study: present | | | | | |
| Number of credits: 8 | | | | | |
| Recommended semester/trimester of study: 3., 4.. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | | | | | |
| Results of education: | | | | | |
| Brief syllabus: Themes: 1. Strategic Management 2. Organizational Behaviour 3. Organization of Managerial Work 4. Quality Management 5. International Management | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 371 | | | | | |
| A | B | C | D | E | FX |
| 50.94 | 25.61 | 13.21 | 4.04 | 5.93 | 0.27 |
| Teacher: | | | | | |
| Date of last update: 11.06.2014 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

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| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ MPO/14 | Name: International Management and International Ventures |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Case study for 40% and written exam for 60%. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% | |
| Results of education: The basic aim of this course is to acquaint students with the commitment of companies based not only on production of commodities and services, but on the direct involvement in foreign country markets, which is a prerequisite for competitiveness. The focus is on leadership and management of multinational corporations. Particular attention will be given to study the culture, production, marketing, communications and human resources issues in the management of international companies. The students after completion of this course will be able to apply their leadership skills in international environment. | |
| Brief syllabus: 1. Introduction to International Management 2. Internationalisation and Globalisation (trends and tendencies, impacts of global economic and financial crisis on globalization) 3. Trade and Modern FDI Theories, Slovakia as target country of international FDIs 4. Country differencies: culture, communication, politics and economic systems 5. Formulating and impelementing strategy in international environment (Perlmutter, Barlett-Goshal, new types of strategy models) 6. Organizational structures and control systems in international environment (traditional, new and heterarhical) 7. Entry & Expansion; Alternative Modes 8. International Marketing 9. International Production/Operation Management (green and brown investments, industrial parks) 10. Professional services providers in international environment 11. Managing foreign delegates and employee communications (employment, employment of foreign expats, trade unions) 12. SMEs in international environment | |

13. Future of International Management (challenges in global economy, impacts of developing and emerging economies, regional integrations)

Literature:

1. ŠTRACH, P. Medzinárodný management. Praha: Grada Publishing. 2009, 167 s. ISBN 978-80-247-2987-9
2. POÓR, J.-MURA, L.-HUSZÁRIK, E. Vállalatok nemzetközivé válásának elméleti háttere (Teoretické východiská internacionalizácie podnikov) (Monografia) Komárno: Univerzita J. Selyeho, 2012. 95 s. ISBN 978-80-8122-048-7
3. POÓR, J. Nemzetköziesedés és globalizáció az emberi erőforrás menedzsmentben. (Internacionalizácia a globalizácia v riadení ľudských zdrojov) Budapest: Complex Kiadó, 2013. ISBN 978 963 295 287 1
4. BORGULYA, I. - JARJABKA, Á. Üzleti kommunikáció és vállalati kultúra Kelet-Európában. (Obchodná komunikácia a kultúra firmy vo východnej Európe.) In: Poór J. – Bóday, P. – Kispál, V. Z. eds. Trendek és tendenciák a Kelet-Európai emberi erőforrás menedzsmentben. (Trendy a tendencie v riadení ľudských zdrojov vo východnej Európe) Budapest: Gondolat Kiadó. 2011. s. 298. ISBN 9789636932817
5. UNCTAD. World Investment Report 2012. Geneva: United Nations Publication, 2012. 204 s. ISBN 978-92-1-112843-7

Language, knowledge of which is necessary to complete a course:

Slovakian and Hungarian language

Notes:

Evaluation of subjects

Total number of evaluated students: 383

| A | B | C | D | E | FX |
|-------|-------|------|------|------|-----|
| 18.28 | 43.08 | 29.5 | 8.36 | 0.78 | 0.0 |

Teacher: Ing. Zoltán Šeben, PhD., prof. Dr. József Poór, DSc.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|-------|-------------------------------|------|------|-----|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KM/EMPdm/ OBDF/14 | | Name: Defending Thesis | | | |
| Types, range and methods of educational activities: Form of study: Recommended extent of course (in hours): Per week: For the study period: Methods of study: present | | | | | |
| Number of credits: 8 | | | | | |
| Recommended semester/trimester of study: 3., 4.. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: . | | | | | |
| Results of education: | | | | | |
| Brief syllabus: . | | | | | |
| Literature: . | | | | | |
| Language, knowledge of which is necessary to complete a course: Hungarian Language and Slovak Language | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 371 | | | | | |
| A | B | C | D | E | FX |
| 39.08 | 33.96 | 21.29 | 3.23 | 2.43 | 0.0 |
| Teacher: | | | | | |
| Date of last update: 11.06.2014 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

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|--|-----------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ ODP/14 | Name: Internship - 3 weeks |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 7 For the study period: 91 Methods of study: present | |
| Number of credits: 10 | |
| Recommended semester/trimester of study: 4. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to submit a trainee report, which contains the work description, and the description of processes and practices at the workplace. Furthermore the students have to write up their improvement suggestions | |
| Results of education: The students will gain work experience and skills in the field of management during the training weeks. | |
| Brief syllabus: Students will join traineeship program at the chosen company, where they will work, gain experience and observe the management processes. The duration of traineeship is at least three weeks and four hours a day. The trainees will focus on the following areas: marketing management, strategic management, organization management, human management, financial management, project management, information and logistic systems. | |
| Literature: according to scope of diploma work | |
| Language, knowledge of which is necessary to complete a course: Hungarian and Slovak languages | |
| Notes: | |
| Evaluation of subjects Total number of evaluated students: 297 | |
| a | n |
| 100.0 | 0.0 |
| Teacher: | |
| Date of last update: 11.06.2014 | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | |

INFORMATION SHEET

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|--|-----|--|-----|-----|-----|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KJP/EMPdm/ OKA8/15 | | Name: Business English Conversation 8 | | | |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 4. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 0 | | | | | |
| A | B | C | D | E | FX |
| 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Teacher: Mgr. Andrej Hevesi | | | | | |
| Date of last update: 11.01.2016 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

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|--|-----|---|-----|-----|-----|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KJP/EMPdm/ OKN7/15 | | Name: Business German Conversation 7 | | | |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 2. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 4 | | | | | |
| A | B | C | D | E | FX |
| 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Teacher: Mgr. Lilla Fehér | | | | | |
| Date of last update: 11.01.2016 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

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|--|--|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ OMP/14 | Name: Organization of Managerial Work |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester, students have to work out their tasks of seminars in a written form. It can be evaluated by max. 40 scores. Students have to write one or two test paper(s). I can be evaluated by 60 scores. They are altogether 100 scores. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. Students have to collect min. 20 scores from the seminar tasks and min. 30 scores from test papers. In other cases students will not have any credits. | |
| Results of education: When students perform this subject, they will be able to develop and evaluate preconditions of successful managerial tasks, students will know the different leadership styles and they can apply them depending on different situations. Students will know the basics of organization of teamwork, they will know the theories and practical methods of organization, leadership, control. Students will also be able to lead work discussions and conversations. After the fulfilment conditions of this subject, students will be able to use and organize their own working time effectively and lead work-groups successfully in different life cycles of a company. | |
| Brief syllabus: <ol style="list-style-type: none"> 1. Personality and authority of a manager 2. Manager and leader 3. Managerial tasks in organizations 4. Performance and conditions which influence the managerial achievement 5. Time management 6. Managerial communication 7. Characteristics of conversations by employees, customers and commercial partners 8. Preparation and leading a work-meeting 9. Organization of a press conference 10. Managerial tasks in case of an organization development 11. Managerial challenges in case of change management 12. Managerial tasks in case of a crisis situation | |

13. Supporting systems of effective managerial work

Literature:

1. BENCSIK, A. – MACHOVÁ, R. – TÓBIÁS KOSÁR, S. Znalostný manažment v praxi. Metódy a postupy na príkladoch z praxe. Brno: Tribun EU, s.r.o. (knihovnicka.cz), 2013. 132 s. ISBN 978-80-263-0390-9.
2. VETRÁKOVÁ M. Komunikácia v práci manažéra. Banská Bystrica: Ekonomická fakulta UMB, 2002. 203 s. ISBN 80-8055-630-X.
3. SORCHER, M. Tajemství úspěchu manažera. Praha: Victoria Publishing, 2006. ISBN – 80-85605-10-4
4. BENCSIK, A. A tudásmenedzsment emberi oldala. Miskolc: Z-Press Kiadó, 2009. 269 o. ISBN 978-963-9493-47-6
5. CAWSEY, F. T. - DESZCA, G. - INGOLS, C. Organizational change. London: Sage, 2011. 492 p. ISBN 978-1-4129-8285-6

Language, knowledge of which is necessary to complete a course:

Hungarian language and Slovak language

Notes:**Evaluation of subjects**

Total number of evaluated students: 299

| A | B | C | D | E | FX |
|------|-------|-------|-------|-------|-----|
| 8.03 | 17.39 | 33.44 | 30.77 | 10.37 | 0.0 |

Teacher: prof. Dr. Andrea Bencsik, CSc., Ing. Renáta Machová, PhD., PhDr. Silvia Tóbiás Kosár

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|---|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ ORS/14 | Name: Organization Systems and Culture of the Organization |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Two written tests for 50 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The course is designed to increase students' knowledge of the organization's operations, management, leadership, organizational structure and management tasks. During the course learning the students will be able to handle the organizational changes and organizational conflicts. | |
| Brief syllabus: <ol style="list-style-type: none">1. Getting around the problem (the current structure and its relationship to other subjects, the requirements definition).2. Organization Theories (classical school, school of human relations).3. Necessity for leadership. Factors that affect the operation of organizations.4. Characterization and development of leaders.5. Characterization of a successful organization.6. Organizational culture, organizational culture models and levels.7. Organization change.8. Definition of Organization Development.9. Characterization of group behavior in organizations.10. Group processes - the development of groups and group effects.11. Control and management groups.12. Decision-making in organizations.13. Organization as a social milieu. | |
| Literature: <ol style="list-style-type: none">1. LUKÁŠOVÁ, R. - NOVÝ, I. A. K. Organizační kultura. 1. vyd. Praha: GradaPublishing, 2004. 176 s. ISBN 80-247-0648-2.2. KETS, D. V. - M. The Leadership Mystique. FT PrenticeHall. 2006. 276 s. ISBN 9781405840194 | |

3. NEMES, F. Vezetési ismeretek és módszerek. (Poznatky a metódy vedenia) Budapest: BKE. 2007. 439 s. ISBN 963 03 5565 5
4. DOBÁK, M. – ANTAL, Zs. Vezetésés Szervezés – Szervezetek kialakítása és működtetése. (Organizácia vedenia – Vytváranie a riadenie organizácií) Budapest: Aula Könyvkiadó. 2010. 480 s. ISBN 978-963-9698-89-5
5. ROEBUCK C. Hatékonyvezetés. (Účinné riadenie) ScolarKft. 2011. 96 s. ISBN 978-963-2442-47-1

Language, knowledge of which is necessary to complete a course:

Hungarian Language and Slovak Language

Notes:

Evaluation of subjects

Total number of evaluated students: 280

| A | B | C | D | E | FX |
|------|-------|-------|-------|------|------|
| 15.0 | 30.71 | 26.79 | 18.21 | 8.93 | 0.36 |

Teacher: doc. Ing. Péter Karácsony, PhD., prof. Dr. Andrea Bencsik, CSc.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|---------------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ OSP/14 | Name: Organizational Behaviour |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 4. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Two written tests for 30 points and case studies for 40 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: Student after successful completion of the course will gain the basic knowledge about the behavioral patterns of people within the organization of the social processes taking place in the organization is able to contribute to the formation of new business and interpersonal relationships while maintaining an entrepreneurial culture in favor of the interests of employees. The student master the principles of corporate culture, organizational behavior and is able to manage its limits working team. | |
| Brief syllabus: 1. Introduction (course structure and relationship to other objects, requirements definition) 2. The sphere of organizational behavior 3. Individual efficiency 4. Motivation of employees 5. Individual and group 6. The group and organization 7. Power in organizations and organizational policy 8. Leadership - Leadership 9. Organizational culture 10. Conflicts in the organization and their solutions 11. Organizational changes 12. Learning in organizations 13. New trends in organizational behavior | |
| Literature: 1. BIRKNEROVÁ, Z. Organizačné správanie: od teórie k aplikácii v praxi. Pezinok: ViaBibliotheca. 2011. 204 s. ISBN 978-80-89527-01-4 | |

2. RUDY, J. – SULÍKOVÁ, R. – LUPTÁKOVÁ, S. – VARGIC, B. Organizačné správanie. Bratislava: FABER. 2001. 345 s. ISBN 80-89019-07-2
3. ALEXY, J. – BOROŠ, J.- SIVÁK, R. Manažment ľudských zdrojov a organizačné správanie. Prešov: Iris, 2004. 256 s. ISBN 8-0-8901-85-99
4. BAKACSI, GY. Szervezeti magatartás és vezetés. Budapest: Aula Kiadó. 2006. 344 s. ISBN 9-6-3958-5-49-1
5. BENCSIK, A. – MACHOVÁ, R. - CSIBA, ZS. Válogatott esettanulmányok. (Vybrané prípadové štúdie pre vyšší stupeň) Komárno: Univerzita J. Selyeho v Komárne, Ekonomická fakulta, 2013, s. 104. ISBN 978-80-8122-068-5.

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak languages

Notes:

Evaluation of subjects

Total number of evaluated students: 302

| A | B | C | D | E | FX |
|-------|-------|-------|-------|-----|------|
| 29.14 | 27.15 | 25.83 | 12.91 | 4.3 | 0.66 |

Teacher: Ing. Renáta Machová, PhD., prof. Dr. Andrea Bencsik, CSc.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ PRM/14 | Name: Project Management |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester the student is obliged to prepare a seminar work worth 40 points, and successfully complete the 60 point written test. Students are required to pass an end-of-term test. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50% of the total score. The student does not get any credit points if the mandatory seminar exercises are not scored at least 20 points and the written exam fulfilled with at least 30 points. | |
| Results of education: After successful completion of the course the students will be familiar with the processes of project planning and execution and also with the responsibilities of project management. With completion of the course students learn the project management methodology and distinguish project planning tools theory and practice. | |
| Brief syllabus: 1. Introduction to project management. Project management importance 2. Project and tender relationship, project, process characteristics. Project Success requirements. 3. Project Planning Basics. Affected management, environment and analysis of influence of those affected. 4. The time planning and project implementation tools. Activities Analyze appearances opportunities and risks. 5. Project Team design characteristics, features and advantages of group work. 6. Human resources supporting the analysis of the activities and responsibilities of the devices. Completion of project planning. Logframe method, logical framework. 7. Project management tools further. Preliminary assessment of the project methodology. 8. Characteristics of the application, purpose and its stakeholders. Tendering process. 9. Project management strategy. The most important steps in the project process. 10. Project implementation, monitoring construction process. 11. Project management organizational structures. The impact of the project office of project management processes. | |

12. Uncertainties in Evaluation of Risk Management. Risk management analysis methods and tools. Risk management policies.
13. Project management in practice. Project management of the European Union.

Literature:

1. MAJTÁN, M. Projektový manažment. Bratislava: Sprint dva, 2009. 299. s. ISBN 978-808-9393-05-3
2. KREMEŇOVÁ, I. Projektový manažment. Bratislava: EDIS, 2009. 442. s. ISBN 978-805-5401-48-5
3. CLELAND, D. – IRELAND, L. Project Management: Strategic Design and Implementation. New York: McGraw-Hill Professional. 2007. ISBN 978-007-1471-60-2
4. GÖRÖG, M. A projektvezetés mestersége. (Majstrovstvo projektového riadenia) Budapest: AULA Kiadó, 2007. 376 s. ISBN 978-963-9478-5-72
5. BENCSIK A. Menedzsment- és projekttechnikák. (Manažérske a projektové techniky) Veszprém: Pannon Kiadó, 2005. 438 s. ISBN 978-963-9495-68-9
6. HENCZI L. – MURVAI L. Projekttervezés és projektmenedzsment. (Projektové plánovanie a projektový manažment) Saldó Kiadó Zrt., 2012. 184 s. ISBN 978-963-6384-09-8

Language, knowledge of which is necessary to complete a course:

Hungarian language and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 300

| A | B | C | D | E | FX |
|-----|-------|-------|------|-----|------|
| 9.0 | 20.67 | 35.67 | 27.0 | 7.0 | 0.67 |

Teacher: prof. Dr. József Poór, DSc., Ing. Renáta Machová, PhD., PhDr. Silvia Tóbiás Kosár

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|--|---|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ PZP/14 | Name: Preparation for Final Work |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 6 | |
| Recommended semester/trimester of study: 4. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Student attends weekly consultation with thesis supervisor. | |
| Results of education: Students gradually prepare their thesis, conduct research, collect and analyze the selected area and make recommendations for practice. | |
| Brief syllabus: 1.Consulting offers space for two-sided confrontation in order to clarify and clarifications procedures and methodologies in the systematic development of the thesis. 2.The student acquires a clear vision and demonstrated independence in the processing of theoretical, practical and discussion of the final thesis, so that in the final semester of their studies diploma work is finalized in a comprehensive form. 3. The student leader gradually through consultation hours give advice mentoring students. | |
| Literature: 1. Smernica rektora č. 7/2011 o úprave, registrácii, sprístupnení a archivácii záverečných prác na Univerzite J. Selyeho v Komárne. 19 s. 2. KATUŠČÁK, D. Ako písať záverečné a kvalifikačné práce: ako písať bakalárske práce, diplomové práce, dizertačné práce. Nitra: Enigma, 2007. 162 s. ISBN 8089132454 3. LÁSZLÓ, K. Ako písať seminárnu, záverečnú a diplomovú prácu. Banská Bystrica: 2003. 35 s. ISBN 80-8070-143-1 4. TUREK, I. Ako písať záverečnú prácu. Bratislava: Metodické centrum v Bratislave, 1999. 28 s. ISBN 80-8045-161-3 5. BABBIE, E. A társadalomtudományi kutatás gyakorlata. (Prax spoločenskovedného výskumu) Budapest: Balassi, 2008. 600 s. ISBN 978-963-506-764-0 6. GONDA, V. et. al. Metodika vedeckej práce. Bratislava: Vydavateľstvo EKONÓM. 2009. 252 s. ISBN978-80-225-2797-2 | |
| Language, knowledge of which is necessary to complete a course: Hungarian Language and Slovak Language | |
| Notes: | |
| Evaluation of subjects | |

| | | | | | |
|---|-------|-------|------|------|------|
| Total number of evaluated students: 299 | | | | | |
| A | B | C | D | E | FX |
| 46.15 | 34.45 | 14.38 | 3.68 | 0.67 | 0.67 |
| Teacher: ;PhDr. Silvia Tóbiás Kosár | | | | | |
| Date of last update: 11.06.2014 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

| | |
|--|------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ ROP/14 | Name: Family Business |
| Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present | |
| Number of credits: 3 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Case study and written test. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The primary aim of the course is to provide both theoretical and practical insights into family businesses. The course will focus on the challenges and benefits of family-owned businesses. After taking the course, students will be able to run family businesses. | |
| Brief syllabus: <ol style="list-style-type: none">1. Introduction to family businesses2. Characteristics of family businesses3. Founding family businesses4. What is unique in family businesses?5. The problem of succession6. Women in family businesses7. Management in family businesses8. Operating family businesses9. Marketing of family businesses10. Institutional support for family businesses11. Financial support for family businesses12. development of family businesses13. Social and ethical issues of family businesses | |
| Literature: <ol style="list-style-type: none">1. ANTALÍK, I – SIROTKOVÁ, A. – STRÁŽOVSKÁ, H. STRÁŽOVSKÁ, Ľ. Malý a stredný podnikateľ- A kis- és középvállalkozó. Komárno: UJS, 2008. ISBN 978-80-89234-56-12. KORÁB, V. - HANZELKOVÁ, A. - MIHALISKO, M. Rodinné podnikání. Brno: Computer Press, 2008. 166 s. ISBN 978-80-251-1843.3. SERINA, P. Rodinné podnikanie na Slovensku. Bratislava: NARMSP, 53s. (bez ISBN) | |

4. STRÁŽOVSKÁ, L. – STRÁŽOVSKÁ, H. – KROŠLÁKOVÁ, M. Podnikanie formou rodinných podnikov. Bratislava: Sprint, 2008, 240 s., ISBN 809-69-927-06

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak languages

Notes:

Evaluation of subjects

Total number of evaluated students: 387

| A | B | C | D | E | FX |
|-------|-------|-------|------|------|------|
| 43.15 | 29.72 | 19.12 | 4.91 | 2.84 | 0.26 |

Teacher: prof. Dr. László Józsa, CSc., doc. Mgr. Ing. Ladislav Mura, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|--|-----------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ SMN/14 | Name: Strategic Management |
| Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: During the semester there will be two writing review for 30 points in seminars will be case studies in which it is possible to obtain a total of 40 points. Credit will be granted to a student who review out some written during the semester get less than 15 points, but has the right to participate in summary exam during the examination period. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: After successful completion of the course the student masters the basic concepts of strategic thinking, the development phase of the global aspects and is able to apply theoretical and methodological bases of strategic management, make strategic analyzes and develop business strategies to preserve logical sequence of steps. | |
| Brief syllabus: 1. Introduction to strategic management, the definition of basic concepts of strategic management (strategy, tactics, strategic thinking, strategic management) 2. Establishment and development of strategic management, the main approaches in the theory of strategic management 3. The system of strategic management and its components (vision, mission, organization, corporate culture), the level of strategic management 4. The process of strategic management, examining the business environment, the formulation of strategies, implementation of strategies, strategic control 5. Classification of the business environment (the external business environment, internal business environment) 6. Analysis of external and internal business environment 7. Examination of the sectoral business environment, Porter's five forces analysis of activity sectors (structure, growth and profitability of the sector) 8. The formulation of strategies, formulation of basic business strategy through a SWOT analysis, the creation of strategies in different sectors of the company using BCG matrix and GE matrix 9. Business competitive strategy. Porter's business strategy | |

10. International business strategies
11. Functional strategy (marketing, scientific-technical, personnel and financial)
12. Implementation strategies, the importance of information technology in strategic decision-making
13. Strategic control in the company

Literature:

1. SLÁVIK, Š. Strategický manažment. Bratislava: Sprint dva. 2009. 404 s. ISBN 978-80-89393-08-4
2. PAPULA, J. Vývoj teórie strategického manažmentu pod vplyvom meniaceho sa prostredia. Bratislava: Karprint. 2004. 278 s. ISBN 80-88870-40-2
3. BENCSIK, A. – MACHOVÁ, R. - CSIBA, ZS.: Válogatott esettanulmányok. (Vybrané prípadové štúdie pre vyšší stupeň) Komárno: Univerzita J. Selyeho v Komárne, Ekonomická fakulta, 2013, s. 104. ISBN 978-80-8122-068-5.
4. DONNELLY, J. H. – IVANCEVICH, J. M. Management. Praha: Grada Publishing. 2008. 824 s. ISBN 80-7169-422-3
5. CHARLES, W. L. H. - GARETH, R. J. Management theory: an integrated approach. Boston MA: Houghton Miffla Strategic. 2010. 458 s. ISBN 978-053-875-10-70
6. BALATON, K. – HORTOVÁNYI, L. – INCZE, E.– LACZKÓ, M. – SZABÓ, Zs. R.- TARI, E. Stratégiai menedzsment. Budapest: Aula Kiadó Kft. 2010. 338 o. ISBN 978-963-9698-81-9

Language, knowledge of which is necessary to complete a course:

Hungarian and Slovak languages

Notes:

Evaluation of subjects

Total number of evaluated students: 388

| A | B | C | D | E | FX |
|-------|-------|------|-------|-------|-----|
| 13.92 | 19.07 | 26.8 | 26.29 | 12.11 | 1.8 |

Teacher: prof. Dr. László Józsa, CSc., Ing. Renáta Machová, PhD.

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

| | |
|---|-----------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KM/EMPdm/ SPO/14 | Name: Thesis Writing |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 4 | |
| Recommended semester/trimester of study: 2. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: The students work out and present an assignment which represents 20 per cent in the evaluation. In addition, they hand in the said assignment which represents 80 per cent in the evaluation. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. | |
| Results of education: The aim of the subject is to prepare students for writing a good quality thesis work. Furthermore, to familiarise students with the principles of thesis writing. Beside basic stylistic features and generally used guidelines the students in their second level of university studies get acquainted with the methods used in management and the principles of conducting research. | |
| Brief syllabus: 1. Choosing the topic of the thesis work: tasks and aims 2. Principles of writing, editing, and the structure of the work 3. Studying the literature: books and periodicals 4. Citation: its technique and ethics, editing 5. Schedule: phases and steps of planning 6. Information research: research of bibliography, sources of information 7. Research: preparing and conducting research 8. Concept and strategy of working out each part of the research 9. Processing the results of the research, questionnaire 10. The formal and content-related principles of graphs, charts and appendices 11. The making of the final version of the thesis work: fair copy and final editing 12. Oral presentation 13. Preparation for the thesis defence | |
| Literature: 1. LÁSZLÓ, K.: Poznámky k spracovaniu diplomovej, záverečnej a seminárnej práce. Zvolen: 1998. 244 s. ISBN: 7083222455 | |

2. KATUŠČÁK, D.: Ako písať záverečné a kvalifikačné práce: ako písať bakalárske práce, diplomové práce, dizertačné práce. Nitra: Enigma, 2007. 162 s. ISBN: 8089132454
3. LÁSZLÓ, K.: Ako písať seminárnu, záverečnú a diplomovú prácu. Banská Bystrica: 2003. 35 s. ISBN 8080703957
4. TUREK, I.: Ako písať záverečnú prácu. Bratislava: Metodické centrum v Bratislave, 1999. 28 s. ISBN 80-8052-045-3
5. BABBIE, E.: A társadalomtudományi kutatás gyakorlata. Budapest: Balassi, 564 s. 2008. ISBN 978-963-506-764-0

Language, knowledge of which is necessary to complete a course:

Hungarian language and Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 378

| A | B | C | D | E | FX |
|------|-------|-------|-------|------|------|
| 3.17 | 34.13 | 43.12 | 11.11 | 7.41 | 1.06 |

Teacher: doc. Ing. Péter Karácsony, PhD., István Jobbágy, PhD., PhDr. Zsuzsanna Gódány

Date of last update: 11.06.2014

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|---------------------------------|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KEK/FGR/15 | Name: Financial literacy |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 1., 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: participation (80%) + game-simulation (20%) | |
| Results of education: The aim of the course is to improve students' financial literacy, professional and business knowledge, and to provide a basic theoretical knowledge of the financial market clarified through practical examples. Upon completion the student will be able to set short, medium and long term goals, determine their significance and endeavour to achieve them. The acquired knowledge will also aid orientation on the financial market. | |
| Brief syllabus: 1. Introduction to Project BACH, objectives, outcome, the issue of financial literacy. Rankings, standpoints of financial institutions. The significance of goal setting, COM – SMART. 2. Financial literacy in the family, assets - liabilities, first salary, account how-to, debtor vs. investor. 3. Job market - BCG matrix differently, hedgehog concept - what can/can't you be the best at, priority management, habits of the successful, business etiquette and outfit. 4. Housing - types of housing loans, building savings account, housing preparation, tips, tricks and threats. 5. Income and pension insurance - a typology of people, the current state of intergenerational contract, demographic development, pension system in the USA vs. Slovakia. 6. Investment - FOV - Investor protection fund - analysis, how factsheets are read by a professional, one time or regular investments. 7. An investigation of the sectoral entrepreneur-environment, an analysis of entrepreneurship models, franchise, corporation, structural company. Management cycle - situationalistic theory. 8. Investment 2 - how to avoid speculators. Preparation for the Wall Street Game. 9. Applying the acquired knowledge, all day interactive Wall Street Game, conducted by Pioneer Investments. | |
| Literature: Bach Presentation | |
| Language, knowledge of which is necessary to complete a course: Slovak | |
| Notes: | |

Evaluation of subjects

Total number of evaluated students: 18

| A | B | C | D | E | FX |
|-------|-------|-------|-----|------|-----|
| 61.11 | 22.22 | 11.11 | 0.0 | 5.56 | 0.0 |

Teacher: Ing. Renáta Machová, PhD.**Date of last update:** 24.05.2015**Approved by:** Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|--|------|--|------|------|-------|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KM/FMV/09 | | Name: Financial Management - calculations | | | |
| Types, range and methods of educational activities: | | | | | |
| Form of study: Seminar | | | | | |
| Recommended extent of course (in hours): | | | | | |
| Per week: 1 For the study period: 13 | | | | | |
| Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 1., 3. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Subject continues to lectures and consecutive practical seminars. It enriches their content by examples, layouts and the application of theoretical knowledge in practice. The seminar takes place in the computer lab. The calculations are solved using MS-EXCEL spreadsheet application including Visual Basic programming language. The course content is also the creation of standalone applications in MS Excel spreadsheet through VB. | | | | | |
| Literature: | | | | | |
| Návod aplikácie MS Excel Száz J.: Zbierka úloh z Finančného manažmentu, Vydavateľstvo Aula, 2000C. Stinson, M. Dodge: Mistrovství v MS Excel 2003, PC Books, a.s. Brno 2005 | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects | | | | | |
| Total number of evaluated students: 306 | | | | | |
| A | B | C | D | E | FX |
| 73.2 | 6.86 | 4.9 | 0.33 | 1.96 | 12.75 |
| Teacher: Ing. Zoltán Šeben, PhD. | | | | | |
| Date of last update: 11.06.2014 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

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|--|-------|---|-----|------|------|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KM/FTV/09 | | Name: Financial Markets - calculations | | | |
| Types, range and methods of educational activities: | | | | | |
| Form of study: Seminar | | | | | |
| Recommended extent of course (in hours): | | | | | |
| Per week: 1 For the study period: 13 | | | | | |
| Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 1., 3. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| 1) Present value, future value, nominal interest rate, the effective yield rate. Comparison of cash flows, perpetual annuities, annuity, the internal rate of return, yield curve. | | | | | |
| 2) Bond prices and bond yields | | | | | |
| 3) Equity portfolios, CAPM | | | | | |
| 4) Fundamental analysis - DCF Model | | | | | |
| 5) Technical analysis | | | | | |
| 6) Futures, options and other derivatives | | | | | |
| Literature: | | | | | |
| BODIE, Z. – KANE, A. – MARCUS, A. J.: Befektetések. Budapest: Aula Kiadó, 2005 | | | | | |
| DAMODARAN, A.: A befektetések értékelése. Budapest: Panem Könyvkiadó, 2006 | | | | | |
| HRVOĽOVÁ, B.: Analýza finančných trhov. Bratislava: Sprint, 2006 | | | | | |
| CHOVANCOVÁ, B.: Finančný trh. Bratislava: Iura Edition, 2006. | | | | | |
| KECSKEMÉTI I.: Tőzsdei befektetések a technikai elemzés segítségével, Budapest: Kecskeméti és tsa. Bt., 2006 | | | | | |
| KOHN, M.: Bank- és pénzügyek, pénzügyi piacok. Budapest: Osiris Kiadó, 2007. | | | | | |
| MARKOVIČ, P. a kol.: Manažment finančných rizík podniku. Bratislava: Iura Edition, 2007 | | | | | |
| CZÉKUS M.: Tőzsdelexikon, Budapest: Szukits Könyvkiadó, 2004 | | | | | |
| COPELAND-KOLLER-MURRIN: Vállalatértékelés, Budapest: Panem&Wiley, 1999 | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects | | | | | |
| Total number of evaluated students: 153 | | | | | |
| A | B | C | D | E | FX |
| 69.28 | 15.03 | 5.23 | 0.0 | 1.31 | 9.15 |
| Teacher: PhDr. Imrich Antalík, PhD. | | | | | |
| Date of last update: 11.06.2014 | | | | | |

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|---|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KEK/IMK/15 | Name: Integrated marketing communication |
| Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Evaluation according an assignment, presentation and exam paper | |
| Results of education: The subject shows the definition of integrated marketing communication, the characteristics of advertisement and sales promotion, the forms of messages aimed to marketing, the characteristics of media. It introduces the students to the planning process of marketing communication, analyses the possible harmonization of different media. | |
| Brief syllabus: 1. The aims and exam conditions of the subject, basic definitions 2. Process and planning in integrated marketing communication 3. The aims of advertisements, the types of its financial planning 4. Advertising agencies 5. The message of advertisement, creative printed messages 6. The effective audiovisual messages in advertisement 7. Online advertisement 8. Printed media as a tool of advertisement 9. Television, radio, cinema 10. Outdoor tools of advertisement 11. Sales Promotion 12. POP, POS tools 13. Presentations | |
| Literature: 1. Józsa L.- Piskóti I.- Rekettye G.- Veres Z.: Döntésorientált marketing, KJK-Kerszöv Kiadó Budapest, 2005 14-16, 18. fejezetek 2. Horváth D.- Nyíró N.- Csordás T. sz.: Médiaismeret, Akadémiai Kiadó Budapest, 2013 3. Brochand, B.- Lendrevie, J.: A reklám alapkönyve, KJK-Kerszöv Kiadó Budapest, 2004 4. Horváth D.- Bauer A.: Marketingkommunikáció, Akadémiai Kiadó Budapest, 2013 5. Sas I.: Az ötletes reklám- Útikalauz a kreativitás birodalmába, Kommunikációs Akadémia Budapest, 2007 | |
| Language, knowledge of which is necessary to complete a course: Slovak, Hungarian | |

Notes:

Evaluation of subjects

Total number of evaluated students: 8

| A | B | C | D | E | FX |
|------|------|-----|-----|-----|-----|
| 25.0 | 75.0 | 0.0 | 0.0 | 0.0 | 0.0 |

Teacher: prof. Dr. László Józsa, CSc.

Date of last update: 19.05.2015

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|-------|--|-------|------|-----|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KJP/ OKA7/11 | | Name: Business English Conversation 7 | | | |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 2. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: 1. Distribution : wholesalers, retailers, customers 2. Retail outlets 3. Selling online 4. Franchising 5. Customer service 6. Language work: Tenses 7. Language work: Words and expressions for selling 8. Importance of cultural awareness 9. Corporate entertaining 10. Cultural awareness in business 11. Skills: Negotiating basics – reaching agreement 12. Practical skill: Consumer survey 13. Business correspondence: a consumer survey report | | | | | |
| Literature: Wood, N., Business and Commerce – workshop, OUP, 2003. Cotton, D.-Falvey, D.-Kent, S., Market Leader, Longman, 2002. Mascull, B., Business Vocabulary in Use, CUP, 2002. Aspinall, T., Bethell, G., Test Your Business Vocabulary in Use, CUP, 2002. Robbins, S., First Insights into Business, Longman, 2000. | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 63 | | | | | |
| A | B | C | D | E | FX |
| 41.27 | 19.05 | 25.4 | 11.11 | 3.17 | 0.0 |

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| Teacher: |
| Date of last update: 04.05.2015 |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. |

INFORMATION SHEET

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| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KJP/ OKA9/15 | Name: Business English Conversation 9 |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Students are required to pass an end-of-term test. There is no credit for the subject if a student obtains less than 50% of the total score. | |
| Results of education: The subject focuses on acquiring general Business English vocabulary and language skills. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing English capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | |
| Brief syllabus: 1. Topic: Finance 2. Vocabulary, Reading, Listening 3. Topic: Banking 4. Vocabulary, Reading, Listening 5. Topic: Taxation 6. Vocabulary, Reading, Listening 7. Topic: The EU 8. Vocabulary, Reading, Listening 9. Topic: International Trade 10. Vocabulary, Reading, Listening 11. Topic: Stock Exchange 12. Vocabulary, Reading, Listening 13. Test | |
| Literature: 1. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 2. SWEENEY, S.: English for Business Communication. Cambridge University Press, 2003. ISBN 0-521-75449-6 3. ASPINALL, T. – BETHELL, G.: Test Your Business Vocabulary in Use. Cambridge University Press, 2003. ISBN 0 521 53254X | |

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|--|-----|-----|-----|-----|-----|
| 4. Odborné časopisy | | | | | |
| Language, knowledge of which is necessary to complete a course: English language | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 0 | | | | | |
| A | B | C | D | E | FX |
| 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Teacher: Mgr. Andrej Hevesi | | | | | |
| Date of last update: 18.08.2015 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

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| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KJP/ OKN9/15 | | Name: Business German Conversation | | | |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 3. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: Students are required to pass an end-of-term test. There is no credit for the subject if a student obtains less than 50% of the total score. | | | | | |
| Results of education: The subject focuses on acquiring general Business English vocabulary and language skills. The language of presentations and negotiations as well as case studies are part of the tuition. The lessons focus on increasing English capabilities by improving general business vocabulary. Students acquire those written and verbal skills, which will enable them to use the language to discuss global economic issues and communicate in everyday business situations. | | | | | |
| Brief syllabus: 1. Work safety 2. Work safety 3. Workplace injury - discussion 4. Workplace injury – discussion 5. Listening comprehension – Fire safety 6. Listening comprehension – Fire safety 7. Security support – vocabulary 8. Security support – vocabulary 9. Insurance claim – report 10. Insurance claim – report 11. Revision 12. Revision 13. Test | | | | | |
| Literature: 1. BECKER – BRAUNERT – EISFELD: Dialog Beruf 2 . Ismaning: Max Hueber Verlag, 2002. ISBN 3-19-001591-0 2. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M.: Angol-magyar-német-szlovák tematikus gazdasági szótár. Komárno: Pont Intézet, 2007. ISSN 1336-135X 3. Doplňkový materiál | | | | | |
| Language, knowledge of which is necessary to complete a course: German language | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 4 | | | | | |
| A | B | C | D | E | FX |
| 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Teacher: Mgr. Lilla Fehér | | | | | |

Date of last update: 18.08.2015

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

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|---|---|
| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KEK/PFP/15 | Name: Corporate Finance – Case studies |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 1., 3. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: Evaluation based on semester work and presentation. | |
| Results of education: Subject examines and analyzes the various areas of corporate finance through case studies. Students will learn the process of corporate finance planning and analyze the various options which lie in various stages of planning. | |
| Brief syllabus: <ol style="list-style-type: none">1. The structure and content of Corporate Finance2. Indicators, systems of indicators and analytical models of business analysis3. Methods to quantify the impact of determinant factors4. Analysis of the financial situation5. Assessing the financial situation6. Fundamentals of financial analysis in terms of businesses holding type7. The quantitative analysis of company results8. Analysis of profit and cash flow9. Analysis of financial and economic performance of the company10. Product analysis11. Analysis of financial and economic position of the company12. Analysis of the action of factors of production in the enterprise13. Costs analysis | |
| Literature: <ol style="list-style-type: none">1. Brealey – Myers: Modern vállalati pénzügyek (2005), Panem Kiadó, Budapest, ISBN 963 545422 82. Szabó, M. – Pálinkó, É.: Vállalati pénzügyek – Példatár és esettanulmányok (2008), Nemzeti Tankönyvkiadó, Budapest, ISBN 978 963 196 293 23. Vlachynský K. a kol.: Podnikové financie (2009), IuraEdition, Bratislava, ISBN 978 80 8078258 04. Fetisovová E. a kol.: Podnikové financie – praktické aplikácie a zbierka príkladov (2009) Iura Edition, Bratislava, ISBN 978 80 8078 367 95. Zalai, K. a kol.: Fynančno-ekonomická analýza podniku (2010), Sprint dva, Bratislava, ISBN 978 80 89393 15 2 | |

6. Az egyes témakörökhöz kapcsolódó aktuális szaklapok, szócikkek, internetes portálok (pl. podnikajte.sk; etrend.sk, stb.)

Language, knowledge of which is necessary to complete a course:

Slovak, Hungarian

Notes:

Evaluation of subjects

Total number of evaluated students: 4

| A | B | C | D | E | FX |
|------|------|------|-----|-----|-----|
| 25.0 | 50.0 | 25.0 | 0.0 | 0.0 | 0.0 |

Teacher: PhDr. Enikő Korcsmáros, PhD.

Date of last update: 19.05.2015

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

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| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KM/SOO/09 | | Name: Organization Sociology | | | |
| Types, range and methods of educational activities: | | | | | |
| Form of study: Seminar | | | | | |
| Recommended extent of course (in hours): | | | | | |
| Per week: 1 For the study period: 13 | | | | | |
| Methods of study: present | | | | | |
| Number of credits: 2 | | | | | |
| Recommended semester/trimester of study: 1., 3. | | | | | |
| Level of study: II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| 1. Basic terms | | | | | |
| 2. History of Organization Sociology | | | | | |
| 3. Organizational Theory | | | | | |
| 4. Theories about Organizational Structure | | | | | |
| 5. The Basics of Corporate Structure | | | | | |
| 6. Strategies and efficiency of organizations | | | | | |
| 7. Organization and its Environment | | | | | |
| 8. Relationships between organizations | | | | | |
| 9. Internal structure of organizations | | | | | |
| 10. Decision-making process | | | | | |
| 11. Conflict, power, organizational policy | | | | | |
| 12. Organizational culture and values | | | | | |
| 13. Innovation and Change | | | | | |
| Literature: | | | | | |
| Perrow Charles : Szervezetszociológia, Budapest:Osiris 2001 | | | | | |
| Crozier Michel: A bürokrácia jelensége. Budapest: KJK 1981 | | | | | |
| Keller, Jan: Sociologie organizace a byrokracie. Praha: SLON, 1996 | | | | | |
| Sedlák, Mikuláš: Manažment. Bratislava: Elita, 2000 | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects | | | | | |
| Total number of evaluated students: 155 | | | | | |
| A | B | C | D | E | FX |
| 16.13 | 55.48 | 26.45 | 1.94 | 0.0 | 0.0 |
| Teacher: Mgr. Ladislav Ďurdík, PhD. | | | | | |
| Date of last update: 11.06.2014 | | | | | |

Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

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|--|-------|----------------------------|------|------|-----|
| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KTVŠ/ ŠPH1a/TV/12 | | Name: Sport games 1 | | | |
| Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 1 | | | | | |
| Recommended semester/trimester of study: 1. | | | | | |
| Level of study: I., II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 511 | | | | | |
| A | B | C | D | E | FX |
| 64.77 | 10.76 | 13.31 | 3.33 | 7.63 | 0.2 |
| Teacher: Mgr. Gabriel Buzgó, PhD., PaedDr. Beáta Dobay, PaedDr. Peter Židek, Péter Szabó | | | | | |
| Date of last update: 18.06.2015 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

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| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KTVŠ/ ŠPH1b/TV/12 | | Name: Sport games 1 | | | |
| Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 1 | | | | | |
| Recommended semester/trimester of study: 2. | | | | | |
| Level of study: I., II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 438 | | | | | |
| A | B | C | D | E | FX |
| 62.33 | 10.27 | 12.79 | 7.08 | 6.85 | 0.68 |
| Teacher: PaedDr. Beáta Dobay, PaedDr. Peter Židek, Péter Szabó, Mgr. Gabriel Buzgó, PhD. | | | | | |
| Date of last update: 18.06.2015 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

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| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KTVŠ/ ŠPH2a/TV/12 | | Name: Sport games 2 | | | |
| Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 1 | | | | | |
| Recommended semester/trimester of study: 3. | | | | | |
| Level of study: I., II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 373 | | | | | |
| A | B | C | D | E | FX |
| 64.08 | 13.14 | 10.72 | 4.56 | 7.51 | 0.0 |
| Teacher: Mgr. Gabriel Buzgó, PhD., PaedDr. Beáta Dobay, PaedDr. Peter Židek, Péter Szabó | | | | | |
| Date of last update: 18.06.2015 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

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| Name of the university: J. Selye University | | | | | |
| Name of the faculty: Faculty of Economics | | | | | |
| Code: KTVŠ/ ŠPH2b/TV/12 | | Name: Sport games 2 | | | |
| Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | | | | | |
| Number of credits: 1 | | | | | |
| Recommended semester/trimester of study: 4. | | | | | |
| Level of study: I., II. | | | | | |
| Prerequisites: | | | | | |
| Conditions for passing the subject: | | | | | |
| Results of education: | | | | | |
| Brief syllabus: | | | | | |
| Literature: | | | | | |
| Language, knowledge of which is necessary to complete a course: | | | | | |
| Notes: | | | | | |
| Evaluation of subjects Total number of evaluated students: 311 | | | | | |
| A | B | C | D | E | FX |
| 60.77 | 12.54 | 11.9 | 7.4 | 7.4 | 0.0 |
| Teacher: PaedDr. Beáta Dobay, PaedDr. Peter Židek, Péter Szabó, Mgr. Gabriel Buzgó, PhD. | | | | | |
| Date of last update: 17.06.2015 | | | | | |
| Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc. | | | | | |

INFORMATION SHEET

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| Name of the university: J. Selye University | |
| Name of the faculty: Faculty of Economics | |
| Code: KEK/ UZM/12 | Name: Sustainability and green marketing |
| Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present | |
| Number of credits: 2 | |
| Recommended semester/trimester of study: 1. | |
| Level of study: II. | |
| Prerequisites: | |
| Conditions for passing the subject: | |
| Results of education: | |
| Brief syllabus: 1st Introduction to Green Marketing 2nd The Footprint 3rd Forms of Green Marketing 4th Change in consumer behavior 5th Psychographic factors 6th Green business strategy - Analysis techniques, target groups 7th Green business strategy II. - Strategic Approaches 8th Green Marketing Tools 9th Environmental Report, as a marketing tool 10th Restrictions on marketing 11th The role of the state in sustainability 12th Corporate Social Responsibility and Sustainability 13th Presentation | |
| Literature: 1.Csutora Mária – Kerekes Sándor: A környezetbarát vállalatirányítás eszközei (KJK-Kerszöv Jogi és Üzleti Kiadó Kft, Budapest, 2004.) 2.Kerekes Sándor – Kindler József: Vállalati környezetmenedzsment (AULA, 1997.) 3.Kósi Kálmán – Valkó László: Környezetmenedzsment (Typotex, Budapest, 2006.) 4.Szlávik János: Fenntartható környezet- és erőforrás-gazdálkodás – KJK Kerszöv, Budapest, 2005. 5.Smith, Toby M. (1998.): The myth of the green marketing – Tending Our Goats at the Edge of Apocalypse (University of Toronto Press, Toronto) 6.Coddington Walter (1993): Environmental Marketing: Positive Strategies for Reaching the Green Consumer – McGraw-Hill, New York. 7.Peattie K. (1995): Environmental marketing management, Pitman Publishing, London | |
| Language, knowledge of which is necessary to complete a course: | |
| Notes: | |

Evaluation of subjects

Total number of evaluated students: 193

| A | B | C | D | E | FX |
|-------|-------|------|------|------|-----|
| 58.03 | 30.05 | 8.81 | 1.04 | 2.07 | 0.0 |

Teacher: prof. Dr. László Józsa, CSc.**Date of last update:** 04.05.2015**Approved by:** Guaranteeprof. Dr. Andrea Bencsik, CSc.