

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ ASP/15	Name: Authorship or Co-authorship in the Creation of Teaching Materials and Texts
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: 5	
Recommended semester/trimester of study: 1., 2., 3., 4., 5., 6..	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Students have to participate as an author or co-author in the creation of educational tools and professional texts, which aim to have new educational tools and to publish their processes.	
Results of education: When students fulfill the subject, they will be able to create professional texts, to create educational tools which help their teaching activity.	
Brief syllabus: Preparation of educational tools and professional texts min. in 1 AS extent.	
Literature: On the basis of a research.	
Language, knowledge of which is necessary to complete a course: Slovakian and Hungarian languages	
Notes:	
Evaluation of subjects Total number of evaluated students: 0	
a	n
0.0	0.0
Teacher:	
Date of last update: 29.09.2014	
Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/EMPdd/ DIS/15		Name: Preparing a Dissertation Project and Dissertation Examination			
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: 20					
Recommended semester/trimester of study: 3., 4..					
Level of study: III.					
Prerequisites:					
Conditions for passing the subject: Criteria for entry to the dissertation examination is the completion of compulsory subjects, acquisition at least 15 credits from the block of optional courses, ie graduation study of doctoral studies (minimum of 60 credits of study block of pedagogical education activities) and obtain a minimum of 10 credits from a block of creative scientific activity.					
Results of education: The learning outcomes is dissertation project, which upon incorporation of comments and opponents supervisor is PhD student must submit in support of the dissertation examination. Dissertation Examination is a state test to verify the theoretical knowledge of the PhD student and the conditions for conducting research activities, as well as processing dissertation. The course of the dissertation examination is a strict internal policy in the Faculty of Economics JSU. The result is a written dissertation project reviews and two opponents and a dissertation supervisor.					
Brief syllabus: Performing dissertation examination is part of the scientific part of PhD study and basis for the preparation of a dissertation. Dissertation project contains a definition of the theoretical basis of future research topics dissertation, i.e. analysis of the current state solve the problem and view the goals and methods of investigation. Dissertation examination is divided into discussion on a dissertation project and to answer questions by focusing research dissertation.					
Literature: According to state exam question.					
Language, knowledge of which is necessary to complete a course: Slovak language and Hungarian 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:					

Date of last update: 29.09.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór,
DSc.Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ EMMSP/15	Name: Small and Medium-Sized Enterprises Economics and 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: 5	
Recommended semester/trimester of study: 1.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Successful completion of the subject during the semester seminar work is needed and passing a written final review, by 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: This course is designed to provide deep insights and understandings on operation, economy and management of Small and Medium sized enterprises(SME) those having very important roles in national economies. Moreover, this course explores which roles play SMEs in different national economies. It reviews specific characteristics of these types of enterprises. Course participants getting overview on most important managerial and coordination tasks (strategy, marketing and HRM). Students will be able analyzing impacts of globalization and economic crisis on management of SMSs.	
Brief syllabus: 1. Introduction (course requirements, literature sources, prerequisites of preparation of case-studies, examination and evaluation tools.) 2. Places and roles of SMEs in different national economies, with particular attention to practices in Austria and in Hungary. 3. Particular specialties of management of SMEs. 4. Family business 5. Elaboration of business plan 6. Marketing and market research in SME-environment 7. Management of SME-operations 8. SMEs and franchisee 9. SMEs and globalization 10. Usage of „Life Cycle“ model in management of SMEs 11. How will “dwarfs” be developed to large companies? 12. How do SMEs manage their suppliers? 13. Future of SMEs	

Literature:

1. ŠÚBERTROVÁ, E. a kol. Podnikanie v malých a stredných podnikoch pre manažérov. Bratislava: Ekonóm, 2009. 156 s. ISBN 978-80-255-2869-6
2. CHODASOVÁ, A. - BUJNOVÁ, D. Podnikanie v malých a stredných podnikoch. Bratislava: Ekonóm, 2008. 194 s. ISBN 978-80-225-2554-1
3. SOBEKOVÁ MAJKOVÁ, M. Ako financovať malé a stredné podniky. Bratislava: Iura Edition, 2011. 232 s. ISBN 978-80-8078-413-3
4. DONNELLY, J.H. - GIBSON, J. - IVANCEVICH, J. M. Management. Praha: Grada Publishing, 2008. 824 s. ISBN 80-7169-422-3
5. BÉZA, D. – CSAPÓ, K. – FILEP, J. – FARKAS, Sz. – SZERB, L.: Kisvállalkozások finanszírozása. Budapest: Perfekt Kiadó, 2007. 349 o. ISBN 978-963-394-719-7
6. BLANCHARD, K. Vezetés magasabb szinten. Budapest: HVG Könyvek, 2010. 345 o. ISBN: 978-963-304-014-0
7. SIMON, H. : Rejtett bajnokok a XXI. században. Budapest: Leadership Co., 2010. 451 o. ISBN 978-963-08-0115-7
8. LONGENECKER, J.G-PETTY, J.W.- PALICH, L.E.- HOYE, E.F.: Small Business Management: Launching and Growing Entrepreneurial Ventures. 16th Edition Cengage. 848 p. ISBN 978-111-1532-87-1

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

Slovak language and Hungarian 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: prof. Dr. József Poór, DSc.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc. Guaranteeprof. Dr. József Poór, DSc. Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KEK/ EMPdd/EPR/15	Name: Labor economics
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 2 For the study period: 26 / 26 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Level of study: III.	
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: This course is an introduction to the analysis of labour markets. During the course students will be able to learn the correct decisions, and will be recognized in the operating mechanisms of the labour market. In the end, the students should come away with some general, empirical knowledge of labour markets in the Slovakia and European Union and, more importantly, an idea of how economists attempt to explain the various phenomenon observed in these markets.	
Brief syllabus: 1. The basic indicators of the labour market. Main characteristics of the labour markets in Slovakia, Hungary and the European Union. 2. Characteristics of the functioning of the labour market, the impact of supply and demand influence. 3. Description of the most important demographic indicators (for example: age, gender, education level), and analyse their impact on the labour market. 4. The cost of labour, the role of human capital investments in companies. 5. The role of human resource management in enterprises. 6. Labour mobility, impacts of labour migration. Winners and losers in mobility, effects of migration on the sending and receiving countries sides. 7. The price of labour, wages role in enterprises. Gender, race and ethnicity in the labour market, types of discrimination. 8. The labour unions and their effect of the labour market.	
Literature: 1. KEŠELOVÁ, D. Znevýhodnené skupiny na trhu práce. Zamestnávanie a zamestnateľnosť. Bratislava: Inštitút pre výskum práce a rodiny. ISSN: 1336-7153. 2. RIEVAJOVÁ, E. a kol. Teória a politika zamestnanosti. Bratislava: Ekonóm, 2012. 267 s. ISBN 978-80-225-3544-1	

3. EHRENBERG, R. G. – SMITH, R.S. Korszerű munkagazdaságtan. Elmélet és közpolitika. Budapest: Panem Kiadó, 2003. 672 o. ISBN 9693-545-340-X
4. KARÁCSONY, P. Munkagazdaságtan. Tantárgyi segédlet. Sopron: Nyugat-magyarországi Egyetem, 2008. (bez ISBN)
5. LÁSZLÓ Gy. Munkaerőpiaci politikák. Pécs: PTE KTK Kiadó, 2007. ISBN 978-963-642-131-1
6. Munkügyi Szemle. Struktúra Munkaügy Kiadó és Tanácsadó Kft.. ISSN 0541-3559
7. Statisztikai Szemle. Központi Statisztikai Hivatal, ISSN 0039-0690
8. CAHUC, P. - ZYLBERBERG, P. Labor economics. Cambridge: Mit Press, 2004. 880 p. ISBN: 9780262033169
9. Journal of Labor Economics. Published for the Society of Labor Economists, Economics Research Center ISSN 0734-306X
10. Labour Economics. The official journal of the European Association of Labour Economists. ISSN 0927-5371

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

Slovak Language and Hungarian 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: doc. Ing. Péter Karácsony, PhD.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc. Guaranteeprof. Dr. József Poór, DSc. Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KEK/ EMPdd/FUPS/15		Name: Finance and accounting of entrepreneurial subjects			
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: 5					
Recommended semester/trimester of study: 2.					
Level of study: III.					
Prerequisites:					
Conditions for passing the subject: x					
Results of education: x					
Brief syllabus: x					
Literature: 1. VLACHYNSKÝ, K. a kol: Podnikové financie. Bratislava: Iura Edition, 2009. 524 s. ISBN 978-80-8078-258-0 2. SOUKUPOVÁ, B. a kol: Účtovníctvo vo finančnom riadení. Bratislava: SÚVAHA, 2008. 300 s. ISBN 9788089265084 3. ŠLOSAROVÁ, A. a kol: Analýza účtovnej závierky. Bratislava: EKONÓMIA, 2006. 478 s. ISBN 80-8078-070-06 4. SOUKUPOVÁ, B. - ŠLOSÁROVÁ, A. - BAŠTINCOVÁ, A.: Účtovníctvo 2., preprac. vyd. Bratislava: IURAEDITION, 2004. 638 s. ISBN 80-8078-020-X 5. CUMMING, D.: The Oxford Handbook of Entrepreneurial Finance. New York: Oxford University Press, 2012. 752 s. ISBN 978-0-19-539124-4 6. VERNIMMEN, P. – QUIRY, P. – DALLOCCHIO, M. – LE FUR, Y. – SALVI, A.: Corporate Finance. United Kingdom: John Wiley & Sons Ltd., 2011. 1028 p. ISBN 978-1-119-97558-8					
Language, knowledge of which is necessary to complete a course: Slovak Language and Hungarian 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: prof. Dr. Imrich Okenka, PhD.					
Date of last update: 17.06.2014					

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór,
DSc.Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KEK/ EMPdd/HIN/15		Name: Business informatics			
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: 5					
Recommended semester/trimester of study: 2.					
Level of study: III.					
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: prof. Dr. Imrich Okenka, PhD.					
Date of last update: 17.06.2014					
Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KEK/ EMPdd/KVM/15		Name: Quantitative Research Methods in Economics and Management			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 2 For the study period: 26 / 26 Methods of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 2.					
Level of study: III.					
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: doc. RNDr. János Tóth, PhD.					
Date of last update: 17.06.2014					
Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ MAN/15	Name: Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 2 For the study period: 13 / 26 Methods of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 1.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Students have to write an essay (50 scores) during the semester, and they have to write a final exam paper – 50 scores. These two papers have to be written successfully, (min. 50%). 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: .	
Literature: 1. SEDLÁK, M. Základy manažmentu. Bratislava: IURA EDITION, 2009. 310 s. ISBN 978-808-0781-93-4 2. BENCSEK, A. Menedzsment alapjai. Győr: Universitas Kht., 2008. 361 o. ISBN 978-963-9819-18-4 3. MAJTÁN, M. a kol. Manažment. 5. dopln. vyd. Bratislava: Sprint dva, 2009. 405 s. ISBN 78-80-89393-10-7. 4. MAJTÁN, M. Projektový manažment. Bratislava: Sprint dva, 2009. 297 s. ISBN 978-80-89393-05-3. 5. MALIK, F.: Malik Menedzsment Eredményesség. 2011. www.tankonyvtar.hu 6. MALIK, F.: Managing Performing Living: Effective Management for a New Era Campus Verlag GmbH, 2009. 352 p. ISBN-13: 978-359-3382-78-4 7. MALIK, F.: Management. Campus Verlag GmbH., 2010. 304 p. ISBN-13: 978-359-3382-85-2 8. MALIK, F.: Führen, Leisten, Leben. Wirksames Management für eine neue Zeit. Campus Verlag GmbH, 2006. 400 s. ISBN-13: 9783593382319	
Language, knowledge of which is necessary to complete a course: Slovak language and Hungarian 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: prof. Dr. Andrea Bencsik, CSc.**Date of last update:** 17.06.2014**Approved by:** Co-guaranteeprof. Dr. Andrea Bencsik, CSc. Guaranteeprof. Dr. József Poór, DSc. Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KEK/ EMPdd/MIE/15	Name: Microeconomics
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 2 For the study period: 26 / 26 Methods of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 1.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: During the semester it is necessary to prepare the written project for 40 points and successfully pass the final oral exam for 60 points. To obtain evaluation A is necessary at least 90 points of the total of the maximum score, to obtain evaluation B at least 80 points of the total of the maximum score, for the assessment of at least 70 points C of the total of the maximum score, D for the assessment of at least 60 points of the total of the maximum score, and the evaluation E at least 50 points of the total of the maximum score.	
Results of education: After completing the course students will know the theory of microeconomics, the theory of consumer and they understand the theory of the firm. They are able to analyze the relationship between prices paid by consumers for goods and costs related to the volume of production in conditions of perfect and imperfect competition.	
Brief syllabus: 1. The microeconomics terminology, the balance of goods and services market <ul style="list-style-type: none"> • The importance of economics and economic methods • the rational decision of consumers and businesses • The supply and demand balance of the market - market of goods and services • Market balance on open and closed economy 2. Consumer theory <ul style="list-style-type: none"> • The basics of consumer theory • Consumer strategies, consumer preferences, utility theory • Demand function (private demand, market demand) • Consumer's optimal choice 3. Enterprise theory <ul style="list-style-type: none"> • Company and its goals; • Production analysis (value-creating process, production functions) • Enterprises short- and long-term decisions • Production elasticity 4. Cost analysis <ul style="list-style-type: none"> • Minimizing of the costs • Short- and long-term costs 	

- Average and marginal costs
- 5. Corporate balance on perfectly competitive market
 - The market structure and characteristics of the perfect competition
 - Short-term and long-term balance
 - Business and industry supply
- 6. Corporate balance on imperfect competitive market - a monopoly
 - The characteristics and structure of imperfect competition market
 - Monopoly, bilateral monopoly
 - Price discrimination in the case of monopoly
 - Anti-monopoly measures
 - Monopolistic Competition
- 7. Balance in the case of oligopolies
 - Description of the market structure
 - Competitor analysis within the sector
- 8. Market of production factors
 - The labor market (perfect and imperfect labor market)
 - Capital Market (the forms of capital investment decisions)
 - Natural resources market
- 9. Priority context of market mechanisms
 - The market mechanisms and the distribution of income
 - Externalities
 - The public good
- 10. Economic growth and economic cycle

Literature:

1. FENDEK, M. – FENDEKOVÁ, E. Mikroekonomická analýza. Bratislava: Iura Edition. 575 s. 2008. ISBN 978-80-8087-180-4
2. FENDEKOVÁ, E. a kol. Zbierka príkladov z mikroekonomie. Bratislava: Iura Edition. 199 s. 2009. ISBN 978-80-8078-242-9
3. LISÝ, J. a kol. Ekonomický rast a ekonomický ciklus (teoretické a praktické problémy). Bratislava: Iura Edition. 273 s. 2011. ISBN 978-80-8078-405-8
4. VARIAN, H. R. Mikroökonómia középfokon. Budapest: Akadémia Kiadó. 746 o. 2010. ISBN 978-96-3058-308-4
5. GLAZER, A. – HIRSCHLEIFER, D. – HIRSCHLEIFER, J. Mikroökonómia (Árelmélet és alkalmazásai – Döntések, piacok és információk). Budapest: Osiris Kiadó. 812 o. 2009. ISBN 978-96-3276-014-8
6. JUREČKA, V. Mikroekonomie. Praha: Grada. 360 s. 2010. ISBN 978-80-247-3259-6
7. NICHOLSON, W. – SNYDER, CH. Microeconomic Theory: Basic Principles and Extensions. Mason, OH: South – Western CENGAGE Learning. 758 p. 2012. ISBN 978-111-1-52553-8

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

Hungarian and Slovak 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: prof. Dr. József Poór, DSc.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc. Guaranteeprof. Dr. József Poór,
DSc. Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ MMP/15	Name: International Management and Entrepreneurship
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: 5	
Recommended semester/trimester of study: 1.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Successful completion of the subject during the case study solving is needed and passing a written final review, by 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: This course is designed to prepare students for careers in a dynamic global environment wherein they will be responsible for effective strategic, organizational, and interpersonal management. Moreover, this course explores how recent developments and trends within a hypercompetitive global arena present managers (and students) with challenging situations. It then provides guidelines as to what actions to take, and how to develop the skills necessary to design and implement strategies, to conduct effective cross-national interactions and to manage daily operations in foreign subsidiaries. This course provides insights into specific groups of transitional and developing countries. It includes increasing roles of China, Russia and other BRIC and MINT countries.	
Brief syllabus: 1. Introduction to International Management 2. Internationalization and Globalization (trends and tendencies, impacts of global economic and financial crisis on globalization) (BRIC and MINT countries) 3. Trade and Modern FDI Theories, Slovakia and Hungary as targeted countries of international FDIs 4. Country differencies: culture, communication, politics and economic systems 5. Formulating and implementing strategy in international environment (Perlmutter, Barlett-Goshal, new types of strategy models) 6. Organizational structures and control systems in international environment (traditional, new and heterarchical) 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: Mezinárodní management. Praha: Vydala Grada Publishing, 2009. 167 s. ISBN 978-80-247-2987-9.
2. POÓR, J.-FARKAS, F.- ENGEL, A. (eds.): Human Resource Management Issues and Challenges in Foreign Owned Companies: Central and Eastern Europe. Komárno: Faculty of Economics, Janos Selye University, 2012. 316 s. ISBN: 978-80-8122-047-0.
3. WILSON, J. – BRENNAN, R.: Doing business in China: is the importance of guanxi diminishing? European Business Review, 2010. Vol. 22 6, p.652 – 665.
4. MOLZ, R. - RATIU, C.- TALEB, A. The Multinational Enterprise in Developing Countries: Local Versus Global Logic. London: Routledge, 2010. 237 p. ISBN-10: 0415492521, ISBN 978-0415492522
5. GROSS, A.-POÓR, J.: The Global Management Consulting Sector (Global Management Consulting sektor). Business Economics, 2008. Vol. 43., Issue October, 69-78 p. ISSN: 0007-666x
6. POÓR, J.-MURA, L.-HUSZÁRIK, E.: Vállalatok nemzetközivé válásának elméleti háttere (Teoretické východiská internacionalizácie podnikov.) Komárno: Vedecká monografia, Univerzita J.Selyeho - Ekonomická fakulta. 94 s. ISBN 978-80-8122-048-7
7. POÓR, J: Nemzetköziesedés és globalizáció az emberi erőforrás menedzsmentben. Budapest: Complex Kiadó, 2013. 450 o. ISBN: 978-963-295-287-1.
8. POÓR, J.: Az emberierőforrás-gazdálkodás átalakulása a nemzetközi cégek leányvállalatainál Magyarországon és a kelet-európai régióban. Közgazdasági Szemle, LX évfolyam, 1. szám. 64-89. o. HU-ISSN-0023-4346

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

Slovak language and Hungarian 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: prof. Dr. József Poór, DSc.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ MRM/15	Name: Marketing Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 2 For the study period: 26 / 26 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Evaluation: Assignment paper during semester: max. 50 points. Exam: max. 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 students can study the developments of the different market orientations, specially the marketing oriented corporate strategies, and the main tasks of marketing management. The students can get a knowledge about strategic planning and marketing strategy. After this course they are able to make consumer oriented strategic and operative decisions, to map the consumer attitudes and organizational markets after the analysis of marketing environment, to determine the factors and processes influencing decisions.	
Brief syllabus: 1. Marketing conceptions 2. The main elements of marketing and marketing management. The types of market orientations. The developments of market orientations 3. Strategic planning and marketing strategies 4. Corporate strategic planning, basic business strategies, portfolio and SWOT analysis 5. The market of a company 6. Macro- and microenvironment of a company. Indicators of the market position. Segmentation, targeting and localization, fight for the market position 7. Consumer market and consumer behavior. Models and characteristics of the consumer behavior. Buying process and decision making process. The role and behavior of the customer. Segmentation on the consumer market 8. The behavior of suppliers and the organizational marketing. The specific characteristics of B2B marketing. Decision making of suppliers. The segmentation of the organizational markets 9. Marketing information system and its roles and elements. Marketing research 10. Product policy, product decisions. Market introduction of the products. The elements of the product quality. The decisions of the product selection. Product life cycle	

11. Price policy. The role of price in the marketing mix. The factors influencing prices, the final price decision
12. Distribution policy. The functions of the distribution system. Channels and actors. Sales management
13. Marketing communication and its tools, models. Advertisement, sales promotion, direct marketing

Literature:

1. NÍZKA, H.: Aplikovaný marketing. Bratislava: IURA Edition, 2007. 198 s. ISBN 978-80-8078-157-6
2. KITA, J.: Nákup a predaj. Bratislava: IURA Edition, 2011. 208 s. ISBN 978-80-8078-380-8
3. JÓZSA, L.: Marketingstratégia/Marketing Strategy. Budapest: KJK-KERSZÖV, 2003. 350 o. ISBN 963-224-703-5
4. KOTLER, P. – KELLER, K.L. – BRADY, M. – GOODMAN, M. – HANSEN, T.: Marketing Management. Harlow: ROTOLITO Lombarda, 2009. 928 p. ISBN 978-0-273-71856 7
5. KOTLER, P. – KELLER, K.L.: Marketingmenedzsment. Budapest: Akadémiai Kiadó Zrt., 2008. 1000 o. ISBN 9789630583459

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

Hungarian and Slovakian 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: prof. Dr. László Józsa, CSc.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ ODP/15	Name: Dissertation Defense
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: 40	
Recommended semester/trimester of study: 5., 6..	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: <p>The prerequisite condition of PhD Thesis Defence is the completion of doctorate studies, accumulation of credits during the course of the PhD studies. The optimum scenario is that the student progresses according to the curriculum, compulsory course units, 15 credits of recommended optional classes, as well as minimum 60 credits from educational tasks, and 60 credits from scientific research activities. Candidate for the Dissertation Defence should apply via the SJ University Academic Information System. The successful PhD exam is a prerequisite of the Dissertation Defence application (20 credits).</p>	
Results of education: <p>A Doctoral Thesis- dissertation is the result of the PhD Candidate qualification, completion of all classes of the educational compendium of the PhD studies, in which the PhD student proves that he or she mastered the methods of scientific research in business management and economics. A third-year student of higher education is required to prepare a Doctoral Thesis and submitted to the competent body, in accordance of the applicable Regulations in force at all times, according to JS University Faculty of Economics. The Candidate has to apply to a Doctoral Thesis defence in line with the given JS University academic year order of deadlines.</p>	
Brief syllabus: <p>The PhD Thesis has to be prepared in accordance with the applicable JS University Thesis registration and archivation No. 7/2011 Rector's decree, guidelines. The Candidate's Thesis supervisor is a member of an academic staff Associate Professor, Professor or full Professor or a Professor nominated and approved by the JS University Research Board of the Faculty of Economics. The Thesis supervisor nominates three opponents to provide a Thesis evaluation opinion, comments and questions. At least one opponent has to be selected as representative from the professional advisory counsel. A doctorate student has the right to obtain the opinion, evaluation and questions raised by of the opponents and the supervisor prior the public defence. The Thesis originality review per CRZP has to be prepared and published prior the public Thesis defence. The Doctoral Thesis defence is considered as a state examination. The public Thesis defence procedure:</p> <ul style="list-style-type: none"> -The Chair of the Doctoral Examination Committee introduces the Candidate's biography, announces the Thesis' Title and the Topic, shares the result of the Thesis' originality test review -The Chair of the Doctorate Examination Committee presents the Candidate's Publication list -The Thesis (Candidate's) Supervisor presents the Thesis' evaluation assessment and his opinion 	

-The Candidate in a form of a free presentation makes a presentation on his, her Thesis, highlighting the main essence of the Thesis, the Thesis Objectives and Goals, purpose, the research methods used, the results, findings and recommendations
-Opponents (External Reviewers) present their opinions, evaluations, comments and questions
-Candidate answers the Opponents' questions and comments
-Following the Thesis public defence the Doctorate Examination Committee in a closed meeting reviews the scores and comments, and comes to a conclusion on the Thesis examination. The result of the Thesis Defence is announced publicly.

Literature:

According to dissertation research

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

Slovak language and Hungarian 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:

Date of last update: 29.09.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc. Guaranteeprof. Dr. József Poór, DSc. Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KEK/ EMPdd/PHN/15	Name: Business economics theories
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 2 For the study period: 26 / 26 Methods of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 2.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: During the semester it is necessary to prepare the written project for 40 points and successfully pass the final oral exam for 60 points. To obtain evaluation A is necessary at least 90 points of the total of the maximum score, to obtain evaluation B at least 80 points of the total of the maximum score, for the assessment of at least 70 points C of the total of the maximum score, D for the assessment of at least 60 points of the total of the maximum score, and the evaluation E at least 50 points of the total of the maximum score.	
Results of education: After completing the course students will receive a comprehensive picture of both the company's market economy, as well as some corporate types. They are able to describe and explain all the economic activity that takes place within the company, and thanks to the business process context they will be able to plan strategy to achieve the stated corporate goals.	
Brief syllabus: 1. The company and the company's role in a market economy <ul style="list-style-type: none"> • Introduction to Business Economics • Business and Company • Corporate life cycle 2. Enterprises typology and grouping <ul style="list-style-type: none"> • Essence and significance of corporate typology • Enterprises grouping criteria - legal forms, technical and organizational features, other features • Enterprises Associations 3. Business Process <ul style="list-style-type: none"> • The company's value-creation process • Business process - tangible, values and organizational page 4. Production factors of company <ul style="list-style-type: none"> • The essence and allocation of production factors • The company's assets - non-current assets, current assets • The company's human resources 5. Business activities <ul style="list-style-type: none"> • Storage - material procurement, marketing mix 	

- Production - production and corporate services, production types, spatial and temporal arrangement of production, production program, the production capacity
- Sales - Sales of theoretical approaches to the concept of sales, customer management, distribution policy as part of the sales policy
- 6. Costs in the company
 - Costs and characteristics of their formation
 - Cost classification - in input costs, costs in the value-creation process, costs of outputs
 - Cost Estimate
 - Indicators used to evaluate costs
- 7. Pricing
 - Various pricing methods and their characteristics
 - Market prices as a decision-making basics
 - Products optimal price estimate
 - Methods of market pricing
 - The theory and practice of pricing strategy in companies
- 8. Company's finances
 - The basic principles related to the company's financial decision-making
 - Asset and capital structure
 - Corporate Cash Flow
 - Financial planning, financial analysis and controlling
- 9. Enterprises Evaluation
 - The importance of evaluation of companies
 - Methods and procedures for evaluating companies
- 10 Innovation and innovation process
 - The characteristics of the innovation and the innovation process
 - Management of the innovation process
 - Companies focuses to the innovation

Literature:

1. SEDLÁK, M. Podnikové hospodárstvo. Bratislava: Iura Edition, 2010. 352 s. ISBN 978-80-8078-317-4
2. MAJTÁN, Š. Podnikové hospodárstvo. Bratislava: Sprint dva, 2009. 320 s. ISBN 978-80-89393-07-7
3. MAJDÚCHOVÁ, H. – NEUMANNOVÁ, A. Podnikové hospodárstvo pre manažérov. Bratislava. Iura Edition, 2008. 244 s. ISBN 978-80-8078-200-9
4. MAJDÚCHOVÁ, H. a kol. Podnikové hospodárstvo – zberka príkladov a prípadové štúdie. Bratislava: Iura Edition, 2010. 267 s. ISBN 978-80-8078-365-5
5. CHIKÁN, A. Vállalatgazdaságtan. Budapest: Aula Kiadó, 2008. 616 o. ISBN 978-96-39698-60-4
6. BAKACSI, GY. Szervezeti magatartás és vezetés. Budapest. Aula Kiadó, 2006. 344 o. ISBN 97-89-63958-549-2
7. ČERNOHORSKÝ, J. – TEPLÝ, P. Základy financí. Praha: Grada, 2011. 304 s. ISBN 978-80-247-3669-3
8. BREALEY, R.A. – MYERS, S. Principle of Corporate Finance. McGraw-Hill, 2010. 944 p. ISBN 9781259009518

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

Slovak Language and Hungarian 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: prof. Dr. László Józsa, CSc.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc. Guaranteeprof. Dr. József Poór, DSc. Co-guaranteeprof. Dr. László Józsa, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ TVC/15	Name: Creative Activity in Science
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: 60	
Recommended semester/trimester of study: 1., 2., 3., 4., 5., 6..	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: The fulfilment of the subject is successful if students prepare their scientific activities and their publications are registered in the system of the library of the university. The Ph.D. candidates have to confirm their publications and scientific activities by a copy of certificates (confirmation of an organizer of a conference, of a project leader, etc.). The condition of fulfilment of the scientific part is to be collected min. 60 credits (before the final exam min. 10 credits, before the defence of theses min. 60 credits).	
Results of education: During the preparation of the subject named 'Creative activity in the area of the science', students show their preparedness to doing independent scientific activities in the areas of science and research. The result of the realization of the subject is a full list of the publications.	
Brief syllabus: Determination of credits: - Publications in journals which are in registered databases, CC, WoS, or Scopus (co-author) - ADC, ADD, ADM, ADN – 30 (20) credits - Publications in blind reviewed journals – ADE, ADF – 20 (12) credits - Publications in blind reviewed, edited volumes (co-author) – AEC, AED, AFC, AFD (maximum 2 pieces) - 15 (10) credits - Participation in a scientific event by presentation of own results – 5 credits - A member of an organizer committee of a conference – 2 credits - Every citation (differentiation is needed: SCI, author, co-author) – 4-8 credits The copies of the certificates have to be handed in the responsible scientific board of J. Selye U. Faculty of Economics.	
Literature: According the research area	
Language, knowledge of which is necessary to complete a course: Slovakian language and Hungarian language	
Notes:	
Evaluation of subjects	

Total number of evaluated students: 0	
a	n
0.0	0.0
Teacher:	
Date of last update: 29.09.2014	
Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ VZP/15	Name: Supervision of the Final Work of Bachelor Studies
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: 3	
Recommended semester/trimester of study: 1., 2., 3., 4., 5., 6..	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Supervision of thesis of on the bachelor level. Supervision of students' thesis of the 1st level of J. Selye University Faculty of Economics.	
Results of education: A candidate verifies his/her ability to supervise students' thesis.	
Brief syllabus: Candidates have to supervise max. 5 thesis on the bachelor level in an academic year.	
Literature: According to research area	
Language, knowledge of which is necessary to complete a course: Slovakian language and Hungarian language	
Notes:	
Evaluation of subjects Total number of evaluated students: 0	
a	n
0.0	0.0
Teacher:	
Date of last update: 29.09.2014	
Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/EMPdd/ ZNM/15	Name: Knowledge Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 2 For the study period: 13 / 26 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Level of study: III.	
Prerequisites:	
Conditions for passing the subject: Students have to write an essay (scientific paper - 50 scores) during the semester, and they have to write a final paper – 50 scores. These two papers have to be written successfully, (min. 50%). 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 should know and understand the importance of human resource in the processes of the companies. Students should be able to evaluation the human capital of the organizations and to appraise the possibilities of utilizations of knowledge. At the end of a course students should know to build a knowledge management strategy in a company and they should know to supervise its operation. They have to have a picture about the systems of a company, mixed with a knowledge management system.	
Brief syllabus: 1. New resource of the competitive advantages 2. The power of knowledge 3. Market of knowledge, dimensions and types of knowledge 4. Knowledge capital and the possibilities of its measurement 5. Theories of learning, individual and organizational learning 6. Learning organization 7. Organizational memory and its significance 8. Insider and outsider position of knowledge of a company 9. Knowledge management and its supporting systems 10. Knowledge management building and KM strategy 11. Knowledge management building and methods of its operation (Tacit knowledge pyramid and mentor system) 12. Relationships among the elements of an integrated company’s operating – project, change, ethics 13. Knowledge management in the practice of companies – national and international panorama	
Literature:	

1. PARALIČ, J. - FURDÍK, K. -TUTOKY, G.- BEDNÁR, P. - SARNOVSKÝ, M.- BUTKA, P.- BABIČ, F.: Dolovanie znalostí z textov. Košice: Equilibria, s.r.o., 2010. 184 s. ISBN 978-80-89284-62-7
2. BUREŠ, V. Znalostní management a proces jeho zavádění. Praha: Grada, 2007. 216 s. ISBN 80-247-1978-8.
3. BENCSIK, A. A tudásmenedzsment emberi oldala. Miskolc:Z-Press Kiadó, 2009. 269 o. ISBN 978-963-9493-47-6
4. BENCSIK, A.: Best Practice a tudásmenedzsment rendszer kiépítésében, avagy Tudásmenedzsment kézikönyv menedzserek számára. England: Harlow, Pearson Publishing, 2013. 128 p. ISBN 978 1 78236 167 1
5. BENCSIK, A.: Change, Project, Knowledge - Symbiosis of change and project management to build a knowledge management system Germany: LAP Lambert Academic Publishing, 2012. 188 p. ISBN 978-3-659-21658-9
6. GROFF, T. – JONES, T.: Introduction to Knowledge Management Routledge . USA: Manager of Special Sales, 2011. 183 p. ISBN-13: 978-0750677288
7. PETŘÍKOVÁ R. A KOL.: Moderní management znalostí. Princípy-procesy-příklady dobré praxe. Praha: Professional Publishing, 2010. 324 s. 978-807-4310-11-9

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

Slovakian language and Hungarian 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: prof. Dr. Andrea Bencsik, CSc.

Date of last update: 17.06.2014

Approved by: Co-guaranteeprof. Dr. Andrea Bencsik, CSc.Guaranteeprof. Dr. József Poór, DSc.Co-guaranteeprof. Dr. László Józsa, CSc.