

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ BANE/15		Name: Banking			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 5s / 5s Methods of study: present					
Number of credits: 3					
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: 46					
A	B	C	D	E	FX
34.78	47.83	4.35	4.35	2.17	6.52
Teacher: Ing. Zoltán Šeben, PhD.					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KJP/ CJAM1e/14	Name: English language 1
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s 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: 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. Communication. What makes a good communicator? 2. International communication. Idioms. 3. Case Study: Improve communication in a global company. Writing: e-mail. 4. International Marketing. Discussion of international brands. 5. Reading: Coffee culture. Marketing collocations. 6. Case study: Creating a global brand. Writing: e-mail. 7. Building relationships. Business relationships. 8. Multi-word verbs. Networking. 9. Success. Comparing two companies. 10. Reading: Steve Jobs. Present and past tenses. Prefixes. 11. Job satisfaction. Motivation and stress. 12. An interview. Passives. 13. Writing: Business letters.	
Literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader: Upper Intermediate Business English Course Book. Longman, 2009. ISBN 978-1-4058-8139-5	

2. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader: Upper Intermediate Business English Teacher's Book. Longman, 2009. ISBN 1-405-81345-8
3. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M.: Angol-magyar-német-szlovák tematikus gazdasági szótár. Komárno: Pont Intézet, 2007. ISSN 1336-135X
4. HEWINGS, M.: Advanced Grammar in Use. Cambridge: University Press, 2003. ISBN 0-521-49868-6
5. SWEENEY, S.: English for Business Communication. Cambridge: University Press, 2003. ISBN 0-521-75449-6
6. ERDEI, J. – HORVÁTH, I. – RÉKÁSI, I.: Test by Test. Budapest: AULA, 2008. ISBN 978-963-9698-43-7
7. ERDEI, J. – GÖNCZY, B. – HORVÁTH, I. – RÉKÁSI, I.: ESP Tests for Business and Economics. Budapest: AULA, 2004. ISBN 963-9585-47-5

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

English language

Notes:

Evaluation of subjects

Total number of evaluated students: 26

A	B	C	D	E	FX
3.85	15.38	15.38	30.77	30.77	3.85

Teacher:

Date of last update: 04.05.2015

Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KJP/ CJAM2e/14	Name: English language 2
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s 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. Risk. Risk in business. Reading: Planning for the future. 2. Words for describing risk. Adverbs of degree 3. Reaching agreement. Case Study: Profit maximization. Writing: report 4. E-commerce 5. Internet shopping. Internet terms. Grammar: Conditionals. 6. Presentations. Making presentations. 7. Grammar: Prefixes. 8. Resolving conflict. Grammar: Modal perfect. 9. Raising finance. 10. Negotiating. 11. Customer service. Customer complaints. Handling complaints. 12. Grammar: Gerund 13. Business letters	
Literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader: Upper Intermediate Business English Course Book. Longman, 2009. ISBN 978-1-4058-8139-5	

- 2 COTTON, D. – FALVEY, D. – KENT, S.: Market Leader: Upper Intermediate Business English Teacher's Book. Longman, 2009. ISBN 1-405-81345-8
3. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M.: Angol-magyar-német-szlovák tematikus gazdasági szótár. Komárno: Pont Intézet, 2007. ISSN 1336-135X
4. HEWINGS, M.: Advanced Grammar in Use. Cambridge: University Press, 2003. ISBN 0-521-49868-6
5. SWEENEY, S.: English for Business Communication. Cambridge: University Press, 2003. ISBN 0-521-75449-6
6. ERDEI, J. – HORVÁTH, I. – RÉKÁSI, I.: Test by Test. Budapest: AULA, 2008. ISBN 978-963-9698-43-7
7. ERDEI, J. – GÖNCZY, B. – HORVÁTH, I. – RÉKÁSI, I.: ESP Tests for Business and Economics. Budapest: AULA, 2004. ISBN 963-9585-47-5

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

English language

Notes:

Evaluation of subjects

Total number of evaluated students: 19

A	B	C	D	E	FX
5.26	15.79	52.63	21.05	5.26	0.0

Teacher:

Date of last update: 04.05.2015

Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KJP/ CJNM1e/14	Name: German language 1
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s 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: The subject focuses on acquiring general Business German 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 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. Olasz Kamilla-Pákozdi Gonda Irén: Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka ISBN 978-963-06-3684-1 2. Sümeginé Dobrai Katalin-Borgulya Istvánné-Somogyvári Márta: Ziel: Wirtschaftsdeutschprüfung.[Cieľ: Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, ISBN 963 224 678 0 3. Gonda- Klesics-Polakovits: Pluspunkt Wirtschaft,[Navyše bod za hospodárstvo] Budapest: Aula 2008, ISBN 978-963-9698-48-2 4. Leonore Dienst- Rotraut Koll- Birgit Rabofski: Training Deutsch für den Beruf.[Tréning nemčiny pre povolanie] Hueber Verlag 2002,ISBN 978-3-19-0072 98-9 5. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, ISBN 3-411-70961-8 6. Zusatzmaterial [Doplňkový materiál]	

Language, knowledge of which is necessary to complete a course: German language					
Notes:					
Evaluation of subjects Total number of evaluated students: 7					
A	B	C	D	E	FX
28.57	0.0	14.29	42.86	14.29	0.0
Teacher:					
Date of last update: 04.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KJP/ CJNM2e/14	Name: German language 2
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 10 For the study period: 130 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 German 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 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. Olasz Kamilla-Pákozdi Gonda Irén: Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka ISBN 978-963-06-3684-1 2. Sümeginé Dobrai Katalin-Borgulya Istvánné-Somogyvári Márta: Ziel: Wirtschaftsdeutschprüfung.[Cieľ: Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, ISBN 963 224 678 0 3. Gonda- Klesics-Polakovits: Pluspunkt Wirtschaft,[Navyše bod za hospodárstvo] Budapest: Aula 2008, ISBN 978-963-9698-48-2 4. Leonore Dienst- Rotraut Koll- Birgit Rabofski: Training Deutsch für den Beruf.[Tréning nemčiny pre povolanie] Hueber Verlag 2002,ISBN 978-3-19-0072 98-9 5. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, ISBN 3-411-70961-8 6. Zusatzmaterial [Doplňkový materiál]	

Language, knowledge of which is necessary to complete a course: German language					
Notes:					
Evaluation of subjects Total number of evaluated students: 6					
A	B	C	D	E	FX
33.33	0.0	0.0	0.0	66.67	0.0
Teacher:					
Date of last update: 04.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ CONE/15		Name: Controlling			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 3.					
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: 331					
A	B	C	D	E	FX
7.55	9.06	15.71	21.45	45.02	1.21
Teacher: Ing. Zoltán Šeben, PhD.					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ DKOe/15		Name: Thesis Consultation			
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 5s Methods of study: present					
Number of credits: 4					
Recommended semester/trimester of study: 3.					
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: 90					
A	B	C	D	E	FX
50.0	32.22	12.22	4.44	0.0	1.11
Teacher:					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/DPre/15		Name: Thesis			
Types, range and methods of educational activities:					
Form of study: Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 10s					
Methods of study: present					
Number of credits: 8					
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: 319					
A	B	C	D	E	FX
60.5	20.06	12.23	2.19	4.39	0.63
Teacher:					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KEK/ EKOPe/14	Name: Labour Economics
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 5s Methods of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 3.	
Level of study: 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	

Language, knowledge of which is necessary to complete a course:					
Notes:					
Evaluation of subjects					
Total number of evaluated students: 46					
A	B	C	D	E	FX
84.78	15.22	0.0	0.0	0.0	0.0
Teacher: doc. Ing. Péter Karácsony, PhD.					
Date of last update: 04.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ FMN1e/14		Name: Financial Management			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 6					
Recommended semester/trimester of study: 1.					
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: 266					
A	B	C	D	E	FX
4.51	11.65	20.3	26.69	33.46	3.38
Teacher: Ing. Zoltán Šeben, PhD.					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ FMVe/09		Name: Financial Management - calculations			
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 5s 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: 174					
A	B	C	D	E	FX
67.24	9.2	2.87	2.3	2.87	15.52
Teacher: Ing. Zoltán Šeben, PhD.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/FTIe/15		Name: Financial Markets and Investments			
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
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: 67					
A	B	C	D	E	FX
5.97	16.42	35.82	13.43	28.36	0.0
Teacher: Ing. Norbert Gyurián, PhD., PhDr. Imrich Antalík, PhD.					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/FTVe/09		Name: Financial Markets - calculations			
Types, range and methods of educational activities:					
Form of study: Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 5s					
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: 132					
A	B	C	D	E	FX
71.97	17.42	6.82	1.52	2.27	0.0
Teacher: PhDr. Imrich Antalík, PhD.					
Date of last update: 11.06.2014					

Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KEK/ IMKe/15	Name: Integrated marketing communication
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: For the study period: 5s 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: 27					
A	B	C	D	E	FX
51.85	40.74	7.41	0.0	0.0	0.0
Teacher: prof. Dr. László Józsa, CSc.					
Date of last update: 17.08.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/INMe/14		Name: Intercultural Management			
Types, range and methods of educational activities:					
Form of study: Lecture					
Recommended extent of course (in hours):					
Per week: For the study period: 10s					
Methods of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
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: 39					
A	B	C	D	E	FX
64.1	30.77	2.56	0.0	2.56	0.0
Teacher: prof. Dr. József Poór, DSc., Ing. Renáta Machová, PhD.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ISPe/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: For the study period: 10s / 5s Methods of study: present					
Number of credits: 5					
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: 264					
A	B	C	D	E	FX
23.11	21.21	21.21	19.32	14.02	1.14
Teacher: prof. Ing. Veronika Stoffová, CSc., Ing. Ondrej Takáč, PhD.					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KJP/KJP/ RPem/CJAM3e/15	Name: English language 3
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s 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. 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. Word formation. 2. Management styles. 3. Management qualities. 4. Sentence transformation I. 5. Takeovers and mergers. 6. Reading: Making a merger or takeover work. 7. Sentence transformation II. 8. Reading articles. 9. The future of business. Describing the future. 10. Reading: New working model for the future. 11. Prediction and probability. Telephoning customers. Getting the right information. 12. Sentence transformation III. 13. Writing: Business letters.	
Literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader: Upper Intermediate Business English Course Book. Longman, 2009. ISBN 978-1-4058-8139-5	

2. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader: Upper Intermediate Business English Teacher's Book. Longman, 2009. ISBN 1-405-81345-8
3. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M.: Angol-magyar-német-szlovák tematikus gazdasági szótár. Komárno: Pont Intézet, 2007. ISSN 1336-135X
4. HEWINGS, M.: Advanced Grammar in Use. Cambridge: University Press, 2003. ISBN 0-521-49868-6
5. SWEENEY, S.: English for Business Communication. Cambridge: University Press, 2003. ISBN 0-521-75449-6
6. ERDEI, J. – HORVÁTH, I. – RÉKÁSI, I.: Test by Test. Budapest: AULA, 2008. ISBN 978-963-9698-43-7
7. ERDEI, J. – GÖNCZY, B. – HORVÁTH, I. – RÉKÁSI, I.: ESP Tests for Business and Economics. Budapest: AULA, 2004. ISBN 963-9585-47-5

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

English language

Notes:

Evaluation of subjects

Total number of evaluated students: 25

A	B	C	D	E	FX
8.0	12.0	36.0	20.0	24.0	0.0

Teacher:

Date of last update: 18.05.2015

Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KJP/KJP/ RPem/CJNM3e/15	Name: German language 3
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s 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. 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 German 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 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 - convergency criteria 10. Financial Policy of the EU, ECB 11. Grammar 12. Newspaper articles, situational dialogues, improving business vocabulary 13. Test	
Literature: 1. Olasz Kamilla-Pákozdi Gonda Irén: Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka ISBN 978-963-06-3684-1 2. Sümeginé Dobrai Katalin-Borgulya Istvánné-Somogyvári Márta: Ziel: Wirtschaftsdeutschprüfung.[Cieľ: Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, ISBN 963 224 678 0 3. Gonda- Klesics-Polakovits: Pluspunkt Wirtschaft,[Navyše bod za hospodárstvo] Budapest: Aula 2008, ISBN 978-963-9698-48-2 4. Leonore Dienst- Rotraut Koll- Birgit Rabofski: Training Deutsch für den Beruf.[Tréning nemčiny pre povolanie] Hueber Verlag 2002,ISBN 978-3-19-0072 98-9 5. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, ISBN 3-411-70961-8	

6. Zusatzmaterial [Doplňkový materiál]					
Language, knowledge of which is necessary to complete a course: German language					
Notes:					
Evaluation of subjects Total number of evaluated students: 8					
A	B	C	D	E	FX
12.5	12.5	0.0	12.5	62.5	0.0
Teacher: Mgr. Lilla Fehér					
Date of last update: 18.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ KOMe/14		Name: Management Communication			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 4					
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: 279					
A	B	C	D	E	FX
24.01	17.2	16.13	11.83	25.09	5.73
Teacher: Mgr. Szilárd Sánta, PhD.					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/KPPE/15		Name: Competition Policy			
Types, range and methods of educational activities:					
Form of study: Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 10s					
Methods of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
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: 58					
A	B	C	D	E	FX
15.52	60.34	20.69	3.45	0.0	0.0
Teacher: István Jobbágy, PhD.					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ LOGe/14		Name: Logistics			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 5					
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: 263					
A	B	C	D	E	FX
15.97	15.59	16.35	33.84	16.73	1.52
Teacher: PhDr. Erika Seres Huszárík, prof. Dr. Andrea Bencsik, CSc., PhDr. Silvia Tóbiás Kosár					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ MEDe/15		Name: International Taxation			
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 3.					
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: 65					
A	B	C	D	E	FX
33.85	18.46	21.54	13.85	12.31	0.0
Teacher: Ing. Norbert Gyurián, PhD.					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ MEMe/14		Name: International Marketing			
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
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: 41					
A	B	C	D	E	FX
21.95	39.02	29.27	7.32	2.44	0.0
Teacher: prof. Dr. László Józsa, CSc.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ MMNe/14		Name: International Management			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 6					
Recommended semester/trimester of study: 1.					
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: 265					
A	B	C	D	E	FX
25.66	30.57	29.81	10.57	2.64	0.75
Teacher: prof. Dr. József Poór, DSc.					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ MNRe/15		Name: Managerial Decision Making			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 5s / 5s Methods of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 3.					
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: 89					
A	B	C	D	E	FX
21.35	20.22	22.47	24.72	11.24	0.0
Teacher: prof. Dr. Imrich Okenka, PhD., Ing. Norbert Gyurián, PhD., PhDr. Erika Seres Huszárik					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ MNZe/14		Name: Change Management			
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
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: 213					
A	B	C	D	E	FX
19.72	25.82	26.29	11.74	15.02	1.41
Teacher: prof. Dr. Andrea Bencsik, CSc.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ MRMe/14		Name: Marketing Management			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 5					
Recommended semester/trimester of study: 1.					
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: 265					
A	B	C	D	E	FX
10.19	26.79	24.91	19.62	16.6	1.89
Teacher: prof. Dr. László Józsa, CSc.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/MSe/15		Name: Managerial Systems			
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: 0					
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:					
Notes:					
Evaluation of subjects Total number of evaluated students: 30					
A	B	C	D	E	FX
46.67	20.0	16.67	3.33	10.0	3.33
Teacher:					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ OBHe/15		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: 0					
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:					
Notes:					
Evaluation of subjects Total number of evaluated students: 30					
A	B	C	D	E	FX
40.0	40.0	13.33	3.33	3.33	0.0
Teacher:					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KM/ODPe/15	Name: Internship - 3 weeks
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 3t Methods of study: present	
Number of credits: 10	
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: 86	
a	n
100.0	0.0
Teacher:	
Date of last update: 14.05.2015	
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.	

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ORSe/15		Name: Organizational Behaviour			
Types, range and methods of educational activities:					
Form of study: Lecture / Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 10s / 5s					
Methods of study: present					
Number of credits: 4					
Recommended semester/trimester of study: 3.					
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: 89					
A	B	C	D	E	FX
20.22	20.22	22.47	22.47	14.61	0.0
Teacher: doc. Ing. Péter Karácsony, PhD.					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/OSPe/14		Name: Organizational Behaviour			
Types, range and methods of educational activities:					
Form of study: Lecture / Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 5s / 5s					
Methods of study: present					
Number of credits: 5					
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: 262					
A	B	C	D	E	FX
14.5	24.81	22.9	17.56	19.85	0.38
Teacher: Ing. Renáta Machová, PhD., prof. Dr. Andrea Bencsik, CSc.					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/POKe/12		Name: Company culture			
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
Recommended semester/trimester of study: 1.					
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: 67					
A	B	C	D	E	FX
44.78	26.87	19.4	5.97	2.99	0.0
Teacher: Ing. Renáta Machová, PhD., doc. Ing. Péter Karácsony, PhD.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/PPRe/15		Name: Management Support Systems			
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: 0					
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:					
Notes:					
Evaluation of subjects Total number of evaluated students: 30					
A	B	C	D	E	FX
50.0	23.33	20.0	3.33	0.0	3.33
Teacher:					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ PRMe/15		Name: Project Management			
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: For the study period: 10s / 5s Methods of study: present					
Number of credits: 4					
Recommended semester/trimester of study: 3.					
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: 88					
A	B	C	D	E	FX
10.23	35.23	35.23	18.18	1.14	0.0
Teacher: Ing. Renáta Machová, PhD., PhDr. Silvia Tóbiás Kosár					
Date of last update: 14.05.2015					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ROPe/14		Name: Family Business			
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
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: 53					
A	B	C	D	E	FX
69.81	13.21	16.98	0.0	0.0	0.0
Teacher: PhDr. Imrich Antalík, PhD., doc. Mgr. Ing. Ladislav Mura, PhD.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/SMne/14		Name: Strategic Management			
Types, range and methods of educational activities:					
Form of study: Lecture / Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 10s / 5s					
Methods of study: present					
Number of credits: 6					
Recommended semester/trimester of study: 1.					
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: 267					
A	B	C	D	E	FX
22.1	29.96	21.35	16.48	9.36	0.75
Teacher: Ing. Renáta Machová, PhD., prof. Dr. József Poór, DSc.					
Date of last update: 16.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/ SMNe/14		Name: Human Resources Management Seminar			
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: For the study period: 10s Methods of study: present					
Number of credits: 3					
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: 191					
A	B	C	D	E	FX
15.71	47.12	29.84	3.66	3.66	0.0
Teacher: prof. Dr. József Poór, DSc.					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/SO0e/09		Name: Organization Sociology			
Types, range and methods of educational activities:					
Form of study: Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 5s					
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:					
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: 200					
A	B	C	D	E	FX
17.5	38.0	30.0	7.5	5.5	1.5
Teacher: Mgr. Ladislav Ďurdík, PhD.					
Date of last update: 11.06.2014					

Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.

INFORMATION SHEET

Name of the university: J. Selye University					
Name of the faculty: Faculty of Economics					
Code: KM/SPOe/14		Name: Thesis Writing			
Types, range and methods of educational activities:					
Form of study: Seminar					
Recommended extent of course (in hours):					
Per week: For the study period: 5s					
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: 261					
A	B	C	D	E	FX
37.55	21.84	24.14	10.73	5.75	0.0
Teacher: István Jobbágy, PhD., PhDr. Zsuzsanna Gódány					
Date of last update: 11.06.2014					
Approved by: Co-guaranteeprof. Dr. Imrich Okenka, PhD. Guaranteeprof. Dr. József Poór, DSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
Code: KEK/ UZMe/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: For the study period: 5s 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: 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: 152

A	B	C	D	E	FX
42.11	50.66	5.92	1.32	0.0	0.0

Teacher: prof. Dr. László Józsa, CSc.**Date of last update:** 04.05.2015**Approved by:** Co-guaranteeprof. Dr. Imrich Okenka, PhD.Guaranteeprof. Dr. József Poór, DSc.