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INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/BMR/17	**Name:** Business Marketing
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 1 / 1 **For the study period:** 13 / 13 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
16.67	0.0	33.33	50.0	0.0	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/CSR/17	**Name:** Corporate Social Responsibility

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: 4

Recommended semester/trimester of study: 6.

Level of study: I.

Prerequisites:

Conditions for passing the subject:
The course ends with an exam.

Results of education:
The course deepens students' theoretical and practical knowledge in the field of corporate social responsibility. Students will be able to multilaterally evaluate CSR, to form their own opinion in the field of CSR strategy of the company, CSR activities and its communication.

Brief syllabus:
Within the course we are looking for answers to the following questions:
- Where does the idea of corporate social responsibility come from?
- What is the relationship between sustainability and CSR (Corporate social responsibility)?
- What CSR tools and solutions exist and which are applied in practice?
- What is the relationship of stakeholders with sustainability and corporate strategy?
- To what extent do international perspectives differ from CSR practices and concepts?
- What is the future of corporate social responsibility?

Literature:
1. Angyal Ádám: Vállalatok társadalmi felelőssége, felelős társaságirányítás: Corporate social responsibility, Budapest, Kossuth kiadó, 2009, 269 p
. (ISBN: 9789630959957)
2. Ásványi Katalin: A komolyzene vállalati támogatásának útvesztői = Competing for corporate support: the classical music case, 191 p. (2013)
3. Braun Róbert: A vállalatok politikája: vállalati társadalmi felelősségvállalás, vállalati köz össégek és a vállalati stratégia jövője.
4. Csáfor Hajnalka, Csete Mária, Csigéné Nagypál Noémi, Füle Miklós, Pálvölgyi Tamás, Szlávik
János (szerk.): A vállalatok társadalmi felelősségvállalása. Budapest: Complex Kiadó Kft., 2009. 290 p. (ISBN:9789632249827)
5. Európai Bizottság: A vállalati társadalmi felelősségvállalásra vonatkozó megújult uniós stratégia (2011 - 2014)

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

Hungarian language

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
33.33	0.0	33.33	33.33	0.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/DHS/17	**Name:** History of Economics
Types, range and methods of educational activities: **Form of study:** Lecture **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: Students will take a written exam in the form of a written work. At least 90 percent must be obtained for an A rating, at least 80 percent for an B rating, at least 70 percent for a C rating, at least 60 percent for a D rating and at least 50 percent for an E rating.	
Results of education: The course focuses on important economic periods in history and their impact on individual economies and the world. The course is aimed at capturing the peculiarities of economic history of selected, important economies, to capture the period before the emergence of capitalism in Europe and other continents to the emergence of capitalism, the development of individual economies in the industrial epoch of humanity to the emergence of centrally planned and developing economies in the 20th century. . The focus of the course is on the identification of the peculiarities of economic history in 18-20. century.	
Brief syllabus: 1. Introduction: geographical bases, historiography, concepts. Demographic bases of the economy 2. Medieval economy and medieval society. 3. Economy and society of the Turkish era, absolutism and counter-reformation. 4. Economic policy of the Habsburg state from 1687 to 1867. 5. Agriculture (farms and farms) - years 1700-1850. Crafts, manufactories and factories - trade and finance from the 18th century to the dual monarchy. 6. Traditional society in the 18th-19th century, the spatial structure of society. 7. State economic policy in the period of dualism, structure of society and settlement. Beginnings of the construction of modern agriculture. 8. Small production, large industry, trade and finance in the period of dualism. 9. The collapse of the Austro-Hungarian monarchy and its economic and social consequences. 10. Agriculture, industry, trade and finance in the years 1920-1944. Consequences II. world development and sovietization of the country. 11. State, party and planned economy. "Socialist reconstruction" of agriculture. "The Land of Iron and Steel." Two classes, one layer and a vanguard. "Socialist Society". 12. Impact of technical progress. Cooperation within the CMEA. Slowdown in economic growth. 13. Causes of the collapse of the socialist system. The onset of the transformation of a centrally managed economy into a market economy.	
Literature:	

1. Honvári János (red.): Magyarország gazdaságtörténete a honfoglalástól a 20. század közepéig,.Budapest: Aula, 2000. 578 s. ISBN 963-503-113-0 2. Faragó Tamás - Kövér György (red.), Magyar gazdaságtörténeti szöveggyűjtemény. XVIII-XX. század. Budapest, Aula, 2003. 577- 601. s. ISBN 9789639478503 3. Faltus, J., - Krajňáková, E., - Prucha, V.: Všeobecné hospodárske dejiny. Bratislava: Ekonóm, 1999. 194 s. ISBN 80-245-0499-5. 4. Faltus, J., - Krajňáková, E.: Hospodárske dejiny. Bratislava: ES EU, 1997. 143 s. ISBN 80-7079-674-X 5. Cameron, R. A világgazdaság története a kőkorszaktól napjainkig. Budapest: Maecenas Könyvkiadó, 1998. 518 s. ISBN 963-8396-98-9

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

Notes:

Evaluation of subjects
Total number of evaluated students: 11

A	B	C	D	E	FX
9.09	9.09	0.0	27.27	54.55	0.0

Teacher: István Jobbágy, PhD.,

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/EEK/17	**Name:** Environmental Economy
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 1 / 1 **For the study period:** 13 / 13 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The course ends with an exam.	
Results of education: The course deals with environmental economics. During the teaching of the subject, the participants deal mainly with theoretical issues, but the issue of practical implementation of environmental protection will also be mentioned. The course consists of four crucial parts, namely: the definition of sustainable development, deeper relationships of sustainable development, the most important characteristics of the protected environment and production. The optimal level of environmental pollution due to production processes and the possibility and procedures of not exceeding this level. Economics of natural resources - optimal use of natural resources. Theoretical knowledge in seminars with calculated examples will approach the practice of environmental protection.	
Brief syllabus: 1. Lecture: The concept of sustainable development, explanation of the concept of environmental economics. 1. Seminar: The concept of external, its optimal size. 2. Lecture: Measure and measurement of sustainable development. 2. Seminar: Internalization of external sites. Pigou tax. 3. Lecture: Air as an element of the environment and its problems. (Global Pollutants). 3. Seminar: Internalization of external sites. Coase theory. 4. Lecture: Air as an element of the environment and its problems. (Local / regional environmental pollution factors). Water as an element of environmental protection and its economic analysis. 4. Seminar: Internalization of externalities. Standards options. Effectiveness of the standard and taxes. 5. Lecture: Continuation of water issues in the process of nature protection. Optimal use of restored natural resources. 5. Seminar: Optimal solution for removing environmental contamination. MAC curve, optimization of the removal of environmental contamination of two companies. Theory of applicable legislation in environmental protection. Waste Management. 6. Lecture: Optimizing the use of non-renewable resources.	

6. Seminar: Optimizing the use of renewable and non-renewable natural resources.
7. Lecture: Economic analysis of natural resources.
7. Seminar: Summarization and evaluation of the seminar, preparation of the exam.

Literature:
Kerekes Sándor: A környezetgazdaságtan alapjai; Budapest, Aula, 2007
Marjainé Szerényi Zsuzsanna, Bisztriczky József, Csutora Mária, Kocsis Tamás: Környezetgazdaságtan példatár; Budapest, Aula, 2010

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
33.33	0.0	0.0	16.67	50.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/EKM/17	**Name:** Media Economics

Types, range and methods of educational activities:
Form of study: Lecture / Seminar
Recommended extent of course (in hours):
Per week: 2 / 1 **For the study period:** 26 / 13
Methods of study: present

Number of credits: 5

Recommended semester/trimester of study: 5.

Level of study: I.

Prerequisites:

Conditions for passing the subject:
The course ends with an exam.

Results of education:
The aim of the course is the analysis of the media market.

Brief syllabus:
When describing the market, emphasis is usually placed on products, consumption, production, market structure and market regulation in the main sectors (in particular: newspaper publishing, radio, television, digital media). The course focuses on the digital media revolution, online media, content and development trends in network media, and the transformation of consumer habits.

Literature:
Gálik M. - Urbán Á. (2014): Médiagazdaságtan. Akadémiai Kiadó, Budapest
Picard, R. (2005): Unique characteristics and Business Dynamics of media products, Journal of Media Business Studies, 2 (2), p. 61-69
Huang, J. S. – Wang, W (2014): Application of the Long Tail Economy to the Online News Market: Examining Predictors of Market Performance. The Journal of Media Economics 27(3) p. 158-176

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
50.0	0.0	33.33	16.67	0.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/EKO1/17	**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: 5	
Recommended semester/trimester of study: 1.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: Successful completion of the final written test at the end of the semester. To obtain evaluation A is necessary at least 90% of the maximum score of the final review, to obtain evaluation B at least 80%, for the assessment of at least 70% C, D for the assessment of at least 60%, and the evaluation E at least 50% of the maximum points. Credit won't be granted to a student who did not receive at least 50% of the maximum of score on the written test.	
Results of education: The student learns the basic economic knowledge about the market supply and demand, they are introduced to the consumer and the producer basic characterization.	
Brief syllabus: 1. The basics of microeconomic theory. 2. Fundamentals of the consumer. 3. Optimum choice of consumer. 4. Generalization of the utility function. 5. Demand and its characteristics. 6. Production analysis. 7. Cost analysis. 8. The balance of the company in the conditions of perfect competition. 9. Balance the company in terms of monopoly and monopolistic competition. 10. Oligopolistic market structures. 11. Market balance, supply and demand. 12. The state as a factor of market balance. 13. Analysis of concentration in the industry.	
Literature: 1. BERDE, É. szerk..: Mikroökonómiai és piacelméleti feladatgyűjtemény. Budapest: TOKK, 2009. 477 s. ISBN 978-963-88622-0-4 2.FENDEK, M. – FENDEKOVÁ, E. Mikroekonomická analýza. Bratislava: Iura Edition, 2008. 575 s. ISBN 978-80-8078-180-4 3. FENDEKOVÁ, E. a kol. Zbierka príkladov z mikroekonómie. Bratislava: Iura Edition, 2009. 200 s. ISBN 978-80-8078-242-9 4. JUREČKA, V. Mikroekonomie. Praha: Grada Publishing, 2010. 360. s. ISBN 978-80-247-3259-6 5. LISÝ, J. a kol. Ekonomický rast a ekonomický cyklus (Teoretické	

a praktické problémy). Bratislava: Iura Edition, 2011. 273 s. ISBN 978-80-8078-405-8 6. VARIAN, H. L. Mikroökonómia középfokon. Budapest: Akadémia Kiadó, 2005. 745 s. ISBN 963-05-8308-9 7. KOPPÁNYI, M. Mikroökonómia. Budapest: Akadémia Kiadó, 2009. 555 s. ISBN 978-963-05-8567-5 8. SZABÓ, I. Mikroökonómia. Komárom: Selye János Egyetem, 2006. 133 s. ISBN 80-89234-05-4 9. DOBAI KORCSMÁROS, E. - GÓDÁNY, ZS. - SERES HUSZÁRIK, E. Közgazdaságtan alapjai (Feladatgyűjtemény) Univerzita J. Selyeho - Ekonomická fakulta, Komárno, 2014, ISBN 978-80-8122-094-4

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

Notes:

Evaluation of subjects
Total number of evaluated students: 12

A	B	C	D	E	FX
0.0	8.33	8.33	41.67	16.67	25.0

Teacher: PhDr. Enikő Kahler Korcsmáros, PhD., PhDr. Zsuzsanna Gódány, PhD.,

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/EKO2/17	**Name:** Macroeconomics
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: I.	
Prerequisites:	
Conditions for passing the subject: Successful completion of the final written test at the end of the semester. To obtain evaluation A is necessary at least 90% of the maximum score of the final review, to obtain evaluation B at least 80%, for the assessment of at least 70% C, D for the assessment of at least 60%, and the evaluation E at least 50% of the maximum points. Credit won't be granted to a student who did not receive at least 50% of the maximum of score on the written test.	
Results of education: After completing the course students will know the basic economic context for GDP and its numeracy, and the basic models of macroeconomics.	
Brief syllabus: 1.Terminology of macroeconomic theory. Alternative approaches to macroeconomics. 2. Options and ways to measure total economic output. Methods of calculating GDP. Next ways of expressing the total output. 3. The production function, demand and labor supply. Intertemporal optimization, production and income distribution rate, interest rates. 4. The theory of economic growth. Long-term growth: the Solow model 5. Employment - Labour market, the issue of the causes and forms of unemployment, unemployment rate and its context. Development of unemployment in Slovakia. 6. The term role and form of money inflation. Alternative theory of money supply and money demand. The multiplier of the money supply. 7. Monetary policy. The balance of the financial market. Baumol-Tobin model. 8. Aggregate demand. AD-AS model. 9. The impact of monetary and fiscal policy on aggregate demand and aggregate supply and various theoretical concepts. 10 IS-LM model. 11. Models aggregate supply. 12. Inflation and unemployment. Phillips curve and its interpretation. 13. Keynes's model. Consumption savings and investment. Consumption function and saving function. The theory of consumption.	
Literature:	

1. JUREČKA, V. Makroekonomie. Praha: Grada Publishing, 2010. 332. s. ISBN 978-80-247-3258-9 2. LISÝ, J. a kol. Ekonomický rast a ekonomický cyklus (Teoretické a praktické problémy). Bratislava: Iura Edition, 2011. 273 s. ISBN 978-80-8078-405-8 3. LISÝ, J. a kol. Ekonómia v novej ekonomike. Bratislava: Iura Edition, 2005. 622 s. ISBN 80-8078-063-3 4. TÁNCOŠOVÁ, J. a kol. Ekonómia v novej ekonomike (Metodická pomôcka na semináre). Bratislava: Iura Edition, 2005. 80 s. ISBN 80-8078-064-1 5. MANKIW, N. G. Makroökonómia. Budapest: Osiris Kiadó, 2002. 566 s. ISBN 9633794188 6. MISZ, J. Makroökonómia feladatgyűjtemény. Budapest: Panem Kiadó, 2004. 188 s. ISBN 963-545-434-1 7. DOBAI KORCSMÁROS, E. - GÓDÁNY, ZS. - SERES HUSZÁRIK, E. Közgazdaságtan alapjai (Feladatgyűjtemény) Univerzita J. Selyeho - Ekonomická fakulta, Komárno, 2014, ISBN 978-80-8122-094-4

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

Notes:

Evaluation of subjects
Total number of evaluated students: 9

A	B	C	D	E	FX
0.0	11.11	0.0	11.11	55.56	22.22

Teacher: PhDr. Enikő Kahler Korcsmáros, PhD., PhDr. Enikő Kahler Korcsmáros, PhD.,

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/EKO3/17	**Name:** International Economy
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: 3	
Recommended semester/trimester of study: 3.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: During the semester, the student is obliged to pass the final written examination worth 100 points. A total of at least 90 points must be obtained to obtain an A rating, at least 80 points to obtain a B rating, at least 70 points to a C rating, at least 60 points to a D rating and at least 50 points to an E rating. Credits will not be awarded to a student who has obtained less than 50 points from the written examination.	
Results of education: The aim of the course is for students to understand economic events, concepts and methodological elements used to analyze the impact of economic policy. During the study, students will gain an overview of international trade and international finance, expand knowledge of micro- and macroeconomics and already mastered the models (in the field of trade, trade barriers and exchange rates) will learn to apply in relevant economic situations. The course focuses on the transfer of knowledge and the formulation of analytical skills.	
Brief syllabus: 1. Effects of international trade and its economic impacts 2. Traditional business models (Smith, Ricardo) 3. Model of specific factors 4. Trade policy: tariffs, quotas 5. Trade policy: subsidies, subsidies 6. Effective protection 7. Labor movement 8 International balance of payments 9. Foreign exchange market 10. Exchange rate regimes 11. Financial markets 12. Theory of current balance of payments - elasticity model 13. Theory of current balance of payments - intertemporal model	
Literature: 1. KRUGMAN, P. a OBSTFELD, M. Nemzetközi gazdaságtan, Panem kiadó, 2000. 872 s. ISBN 9789635453399 2. LISÝ, J. a kol. Ekonomický rast a ekonomický cyklus. Teoretické a praktické problémy. Bratislava: Iura Edition, 2011. 273. s. ISBN 978-80-8078-405-8 3. LISÝ, J. a kol. Ekonómia v novej ekonomike. Bratislava: Iura Edition, 2005. 622. s. ISBN 80-80787-063-3 4. TÁNCOŠOVÁ, J. a kol. Ekonómia v novej ekonomike. Bratislava: Iura Edition, 2005. 79. s. ISBN 80-8078-064-1 5. BOCK, GY. – MISZ, J. Nemzetközi közgazdaságtan. Tatabánya: TRI-MESTER, 2006. 318. s. ISBN 963-9561-14-2 6. DOBAI KORCSMÁROS, E. - GÓDÁNY, ZS. - SERES HUSZÁRIK, E. Közgazdaságtan alapjai (Feladatgyűjtemény) Univerzita J. Selyeho - Ekonomická fakulta, Komárno, 2014, ISBN 978-80-8122-094-4	

Language, knowledge of which is necessary to complete a course: Hungarian language
Notes:
Evaluation of subjects Total number of evaluated students: 7

A	B	C	D	E	FX
0.0	14.29	14.29	42.86	28.57	0.0

Teacher: PhDr. Erika Seres Huszárik, PhD., PhDr. Erika Seres Huszárik, PhD.,
Date of last update: 27.05.2024
Approved by: prof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/EOB/17	**Name:** Trade Economy

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: 4

Recommended semester/trimester of study: 5.

Level of study: I.

Prerequisites:

Conditions for passing the subject:
The course ends with an exam.

Results of education:
After completing the course, they will be able in the field of business to perform effective work, to analyze and plan business processes, to perform and manage tasks in the sales channel and to analyze and monitor the performance of business activities. The course develops analytical, presentational and litigation skills.

Brief syllabus:
The course focuses on acquainting students with the main concepts related to retail, with the typology of retail, with marketing tools and with the operational activities of business in the retail sector.

Literature:
Agárdi Irma (2011): Kereskedelmi marketing és menedzsment. Akadémiai Kiadó Budapest

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
83.33	0.0	16.67	0.0	0.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/FIL/17	**Name:** Philosophy

Types, range and methods of educational activities:
Form of study: Lecture / Seminar
Recommended extent of course (in hours):
Per week: 1 / 1 **For the study period:** 13 / 13
Methods of study: present

Number of credits: 3

Recommended semester/trimester of study: 1.

Level of study: I.

Prerequisites:

Conditions for passing the subject:
Type of examination: colloquium. 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 will get aquinted with the most important categories of philosophy. Furthermore the students broaden their knowledge in several fields of philosophy. By completing the course the students get an overview of the basic questions of philosophy.

Brief syllabus:
1. Bliss
2. Virtue and excellence
3. Fate, fatality, providence
4. Language and communication. How do we understand each other?
5. Appearance and Reality
6. Supposition and true knowledge
7. Knowledge, science, wisdom
8. Competence: Familiarity with the contexture of our cultural thinking patterns
9. Competence: Problem recognition and analytic skills
10. Social science research
11. Social structure and social stratification
12. Political parties and electoral systems
13. Forms of deviant behavior

Literature:
Arisztotelész: Nikhomakhoszi etika. Budapest. Magyar Helikon, 1971. - 355. - ISBN 0000809
BOROS, G.Filozófia.Budapest:Akadémiai Kiadó, 2007, ISBN9630584869
Dörömbözi, J. A filozófia alapjai. 6. vyd. - Budapest : Nemzeti Tankönyvkiadó, 2000. - 216 s. - ISBN 963 19 0485 7.

Višňovský, E. Filozofia ako problém? : Dvanásťkrát o zmysle filozofie. - 1. vyd. - Bratislava : Kalligram, spol.s.r.o., 2004. - 272 s. - ISBN 80-7149-651-0.
Jaspers, K. Malá škola filozofického myslenia : Filozofia do vrecka. - 1. vyd. - Bratislava : Kalligram, 2002. - 157 s. - ISBN 80-7149-446-1.
Bihari M, Pokol B, Politológia. Budapest : Nemzeti Tankönyvkiadó, 2002. - 0. - ISBN 9631908062

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

Notes:

Evaluation of subjects
Total number of evaluated students: 10

A	B	C	D	E	FX
10.0	0.0	30.0	20.0	30.0	10.0

Teacher: Ladislav Ďurdík, PhD.,

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/FIN/17	**Name:** Finances
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 2 / 1 **For the study period:** 26 / 13 **Methods of study:** present	
Number of credits: 4	
Recommended semester/trimester of study: 1.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: At the end of the semester, written exam for 100 points. To obtain grade „A“ students have to obtain minimum 90 points, to obtain grade „B“ students have to obtain 80 points, to obtain grade „C“ students have to obtain 70 points, to obtain grade „D“ students have to obtain 60 points, to obtain grade „E“ students have to obtain 50 points. There is no credit for the course if a student obtains less than 50 points.	
Results of education: The aim of the course is to summarize and present basic financial knowledge (historical development of money, process of making money, technical forms, flow of money in the economy).The course deals with funding opportunities, with the financial market, its institutions and with the financial market players. It discusses the financial area of state functioning and international financial institutions. The student will have the following competencies: a macroeconomic background overview, an overview of the functioning of financial institutions, an overview of the functioning of financial systems, an overview of the tax system and public finances.	
Brief syllabus: 1. Money history, basic concepts, definitions, types of money 2. Money generation mechanism, demand and supply of money, financial intermediation system 3. Inflation 4. Banking system, banking operations 5. State finances I. (the role and systems of the state, local government, non-profit sector) 6. State finances II. (State Budget) 7. International Financial System I. - Historical Development, EU Fiscal and Monetary Policy 8. International Financial System II. - International Financial Institutions 9. Financial Markets - Characteristics, Basic Knowledge, Stock Exchange, Markets and Interconnections, 10. Securities I. - types, characteristics, valuation of Financial Products 11. Securities II. - types, characteristics, valuation of financial products 12. Foreign exchange market 13. Derivatives market	
Literature: 1. BÁNFI, T.: Pénzügytan egyetemi tankönyv. Budapest: Tanszék Kft., 2009. ISBN: 963-035-606-6 2. KÜRTHY G. – VARGA E.: Pénzügytan gyakorlatok. Budapest: Tanszék Kft., 2014. ISBN: 978-963-88777-3-4 3. SIVÁK, R. a kol.: Financie. Vydavateľstvo: Wolters Kluwer, 2015 ISBN: 9788081682322	

Language, knowledge of which is necessary to complete a course: Hungarian language
Notes:
Evaluation of subjects Total number of evaluated students: 12

A	B	C	D	E	FX
8.33	0.0	33.33	25.0	33.33	0.0

Teacher: PhDr. Imrich Antalík, PhD., PhDr. Imrich Antalík, PhD.,
Date of last update: 27.05.2024
Approved by: prof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/HOG/17	**Name:** Economic Geography
Types, range and methods of educational activities: **Form of study:** Lecture **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 6.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The course ends with an exam.	
Results of education: The course focuses on important concepts and methods of economic geography, so that students can orient themselves in the current situation in the world, be able to assess the main regions (similarities and differences) and the economic situation in the world. The lectures are aimed at understanding the following concepts: regional differences in prosperity and poverty, the use of natural resources, production, distribution and consumption of goods, respectively the movement of capital and labor. In the lessons, students are focused on a holistic view of the world - the environment, regions, nations and cultures, respectively the connection between economic maturity and regional inequality. In addition to the world's regions, the subject also gives an overview of the countries of the Carpathian Basin (characteristics of culture, nature, economy and politics, respectively the spatial structure and the structure of human settlements).	
Brief syllabus: 1. Main theoretical issues of the world economy 2. Genesis and development of the world economy 3. South Asia 4. The world of Islam 5. Tropical Africa 6. East Asia, a region of the world economy 7. America, a region of the world economy 8. European Union 9. Eastern Europe and the Balkans 10. Slovakia 11. Transylvania 12. Lower Land and Transdanubia 13. Economic geography of rural regions 14. Economic geography of urban regions	
Literature: Golobics P. (2002): A világgazdaság kialakulásának folyamata és jelenlegi térszerkezete. In:	

Tóth J. (szerk.) : Általános társadalomföldrajz I. Dialóg Campus Kiadó, Budapest – Pécs pp. 25 – 57. ISBN: 9639310417
Bradshaw, M. – Dymond, J. – White, G. – Chacko, E. 2011: Contemporary World Regional Geography. 4th Edition. – McGraw - Hill Companies, Inc. 640 p. ISBN: 978 - 0073522869

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 5

A	B	C	D	E	FX
0.0	0.0	60.0	20.0	20.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/HOP/17	**Name:** Economic Law
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 2 / 1 **For the study period:** 26 / 13 **Methods of study:** present	
Number of credits: 4	
Recommended semester/trimester of study: 5.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The course ends with an exam.	
Results of education: After completing the course, students will be able to understand legal norms and process them independently. They have an overview of the general rules of contract law and are able to conclude basic types of contracts of economic companies. They have an overview of the functioning of trading companies. Students are able to integrate economic companies in the institutional system of the economy.	
Brief syllabus: During the course, students will get acquainted with the most important legal concepts, get to know the relationship between economics and law. The subject introduces the student to the field of legal regulation of assignment relations on the market. The course covers two areas of law - contract law and company law - which are important in terms of business relations, presents their system and content.	
Literature: Sáriné Simkó Ágnes (szerk.): Üzleti jog. A szerződésekről és a gazdasági társaságokról gazdasági szakembereknek. HVG - Orac, Budapest, 2014 Sajó András – Harmathy Attila (szerk.): A jog gazdasági elemzése. Közgazdasági és Jogi Könyv-kiadó, Budapest, 1984 Szalai Ákos: A magyar szerződési jog gazdasági elemzése. L'Harmattan, Budapest, 2013	
Language, knowledge of which is necessary to complete a course: Hungarian language	
Notes: Provided by a foreign partner university.	
Evaluation of subjects Total number of evaluated students: 6	

A	B	C	D	E	FX
0.0	0.0	33.33	50.0	16.67	0.0
Teacher:					
Date of last update: 27.05.2024					
Approved by: prof. Dr. Andrea Bencsik, CSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/IAS/17	**Name:** Innovation and Society
Types, range and methods of educational activities: **Form of study:** Lecture **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 6.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The course ends with an exam.	
Results of education: The aim is for students to be able to recognize the interactions of social and technological elements in everyday and business life. In addition, it is important for students to know the main social science approximations associated with technological developments, respectively. so that in case of simpler phenomena they can also apply them independently.	
Brief syllabus: The aim of the course is to acquaint students with the basic concepts and phenomena related to the thematic area of innovation. During the semester, the definition of the social and cultural environment of innovation as one of the main interpretive factors of the success or failure of individual projects plays an important role. On the other hand, students have the opportunity to get acquainted with current examples, i. with such organizations and with such social projects whose success and social impacts have been caused by innovation. The main goal of the course is that students at the end of the semester are able to use theoretical knowledge to interpret the currently visible technological and social changes.	
Literature: Beck, U. (2003) A kockázat - társadalom. Budapest: Századvég. pp. 25 - 74. Harford, T. (2008) Az élet rejtett logikája. Budapest: HVG. pp. 187 - 216. Liker, J. K. (2008) A Toyota - módszer. Budapest: HVG. pp. 305 - 322 Király, G (2005) Hovatovább STS? In: Király, G (szerk.) Technika és társadalom. Replika 51- 52. Király, G. (2008) Technika és társadalom. Játék határok nélkül? In Némedi Dénes (szerk.) Modern Szociológiai Paradigmák. Budapest: Napvilág, pp. 519 - 571.	
Language, knowledge of which is necessary to complete a course: Hungarian language	
Notes: Provided by a foreign partner university.	
Evaluation of subjects	

Total number of evaluated students: 6					
A	B	C	D	E	FX
33.33	0.0	16.67	33.33	16.67	0.0
Teacher:					
Date of last update: 27.05.2024					
Approved by: prof. Dr. Andrea Bencsik, CSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KMI/ SPOMdb/INF/16	**Name:** 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: 4

Recommended semester/trimester of study: 1.

Level of study: I.

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: 11

A	B	C	D	E	FX
0.0	0.0	18.18	9.09	72.73	0.0

Teacher: László Marák, PhD., László Marák, PhD.,

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/KOC/17	**Name:** Communication Practices

Types, range and methods of educational activities:
Form of study: Seminar
Recommended extent of course (in hours):
Per week: 2 **For the study period:** 26
Methods of study: present

Number of credits: 3

Recommended semester/trimester of study: 4.

Level of study: I.

Prerequisites:

Conditions for passing the subject:
Exam in written form: max. 100 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.

Results of education:
The purpose of the object is to develop the basic communication skills through the transfer of knowledge through the use of training methods. The essence of employment, self-interest involvement and problem centric learning. In the training, we demonstrate communication situations with the involvement of the students. Tests are used to map situations. We discuss the theoretical knowledge about communication situations.

Brief syllabus:
1. Introduction to the subject, way of examining
2. Behavior in communication
3. Emotional abilities
4. Cognitive abilities
5. Communication skills
6. Social skills and social feedback
7. Feedback mechanism
8. Video feedback
9. Develop of the self-knowledge
10. Training methods
11. Solving tasks with feedback
12. Solving tasks with feedback
13. Solving tasks with feedback

Literature:
1.RUDAS, J. Delfi örökösei. Önismereti csoportok: elmélet, módszer, gyakorlatok. Gondolat, Bp., 2007, ISBN: 9789639771031 (viacero vydaní)
2. SZARKOVÁ,M. a kol. Komunikácia v manažmente. EKONÓM Bratislava 2002. 198 s. ISBN

80-225-1585-X.
3. SZARKOVÁ, M. Communication and Labour Psychology. Ekonóm, Bratislava 2004. 136 s. ISBN 8022519006
4. KHELEROVÁ, V. Komunikační a obchodní dovednosti manažera. Grada, Praha 2006. 142 s. ISBN 80-247-1677
5. SZABÓ K. Komunikácia na vysokom stupni. Vydavateľstvo Kossuth, Bp. 2001. 406 s. ISBN 9630943034

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
0.0	14.29	42.86	14.29	28.57	0.0

Teacher: Dr. habil. Ing. Renáta Hajabáč Machová, PhD., Mgr. Vivien Valkó, PhD.,

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/KSP/17	**Name:** Chapters From Social Psychology
Types, range and methods of educational activities: **Form of study:** Lecture **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study:	
Level of study: I.	
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: 1

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KMI/ SPOMdb/MAT1/16	**Name:** Mathematics 1
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: I.	
Prerequisites:	
Conditions for passing the subject: During the semester will be held two written tests by 35 points and for the active work of student in WebWork-system can the student obtain 30 points. Of the total of 100 points it is needed to obtain at least 90 points on the valuation A, for grade B is necessary to obtain 80 points, for grade C at least 70 points, for grade D at least 60 points and for grade E at least 50 points. If this condition is not met, a written test will be given in the exam period to obtain max. 70 points. Points earned in WeBWorK will be counted in the overall rating.	
Results of education: After successfully completing the subject, the student learns the basics of of differential calculus of real functions of one variable. Students are able to solve basic problems of differential calculus, find local extrema of functions and investigate the course of functions. The student also knows the basic concepts of linear algebra and he can solve systems of linear equations by inverse matrix, determinants, or by the elimination method. Students learn the basics of the differential calculus of real functions of multiple variables, partial derivations, and economic applications of local extremes. In addition they master the basics of linear and nonlinear programming.	
Brief syllabus: 1. Sequences, monotonity, boundary, limit of sequence. 2. Limit and continuity of the real function of one real variable. 3. Differential calculus of the real function of one real variable. Applications for economics. 4. Monotonicity and convexity of function. Function flow. Optimization. 5. Vectors and matrices. Operations. 6. Linear independence of vectors. 7. Systems of linear equations. Determinant, basic properties and applications. 8. Eigenvalues and eigenvectors of matrices. 9. Real functions of multiple Variables, Quadratic forms. 10. Differential calculus of functions of multiple variables, partial derivations. 11. Jacobi and Hess's matrix. Convex and concave functions. 12. Local extrema of multivariable functions. Bound extremes. 13. Lagrangian function, Lagrange multiplier.	

Literature:
1) K. Sydsaeter, P. Hammond: Matematika ko#zgazdászoknak, Aula Kiadó, Budapest, 2003.
2) G.B. Thomas: Thomas-féle KALKULUS I., III., Budapest, Typotex 2011
3) T. Neubrunn, J. Vencko: Matematická analýza 1, skriptum, Bratislava, UK. 1992. 190 s. ISBN 80-223-0055-1

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

Notes:

Evaluation of subjects
Total number of evaluated students: 12

A	B	C	D	E	FX
16.67	8.33	8.33	8.33	41.67	16.67

Teacher: Dr. habil. Kálmán Csaba Liptai, PhD., PaedDr. Tomás Visnyai, PhD.,

Date of last update: 18.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KMI/ SPOMdb/MAT2/16	**Name:** Mathematics 2

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: I.

Prerequisites:

Conditions for passing the subject:
During the semester will be held two written tests by 35 points and for the active work of student in WebWork-system can the student obtain 30 points. It is needed to obtain at least 90 points on the valuation A, for grade B is necessary to obtain at least 80 points, for grade C at least 70 points, for grade D at least 60 points and for grade E at least 50 points. If this condition is not met, a written test will be given in the exam period to obtain max. 70 points. Points earned in WeBWorK will be counted in the overall rating.

Results of education:
After successfull completion of the subject, the student learns the basics of integral calculus, basic theorems of indefinite integral and Riemann integral, infinite numarical series and functional series.The student will get a basic overview of the theory of probability. The student will get a basic overview of the theory of probability. The student understands the basic concepts and can calculate the probability of an event. Using random variables, he can describe a random event and calculate its numeric characteristics.

Brief syllabus:
1. Numerical and functional series
2. Indefinite integral and primitive function, primitive function of elementary functions.
3. Basic methods for determining the integral: per partes, substitution.
4. Definite integral. Newton-Leibniz formula. Improper integral.
5. Integral calculus of multivariable functions
6. Random event. Operations. Probability.
7. Conditional probability, Bayes' theorems.
8. Random variable. Probability distribution, numerical characteristics.
9. Expected value, standard deviation.
10. Two-dimensional distribution, independence.
11. Laws of large numbers.
12. Types of random variable distribution.
13. Chebyshev's inequality. Central limit theorem

Literature:
1) K. Sydsaeter, P. Hammond: Matematika ko#zgazdászoknak, Aula Kiadó, Budapest, 2003.

2) G.B. Thomas: Thomas-féle KALKULUS I., III., Budapest, Typotex 2011
3) T. Neubrunn, J. Vencko: Matematická analýza 1, skriptum, Bratislava, UK. 1992. 190 s. ISBN 80-223-0055-1
4) Bukor J., Árki Z., Fehér Z.: Valószínűségszámítás. 1. vyd. Komárom : Selye János Egyetem Gazdaságtudományi Kara, 2010. - 120s. - ISBN 978-80-89234-94-3.
5) Obádovics, Gy.: Valószínűségszámítás és matematikai statisztika, SCOLAR, Budapest, 2003. 302 s. ISBN 963 9534 005. Nemetz T., Wintshe G.: Valószínűségszámítás és statisztika mindenkinek. - Szeged : Bolyai Intézet POLYGON, 1999. - 243 s. ISSN 1218-4071.
6) Nemetz T.: Valószínűségszámítás : Speciális matematika tankönyvek. - 4., változatlan utánnyomás. - Budapest : Typotex kiadó, 2010. - 292 s. - ISBN 978 963 279 164 7.
7) Denkinger Géza: Valószínu#ségszámítási gyakorlatok, Tanko#nyvkiadó, Budapest, 1997.

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

Notes:

Evaluation of subjects
Total number of evaluated students: 10

A	B	C	D	E	FX
20.0	0.0	10.0	30.0	10.0	30.0

Teacher: Dr. habil. Kálmán Csaba Liptai, PhD., Dr. habil. Kálmán Csaba Liptai, PhD., PaedDr. Tomás Visnyai, PhD.,

Date of last update: 18.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MEM/17	**Name:** International Marketing
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: 4.	
Level of study: I.	
Prerequisites: KM/SPOMdb/MRK/17	
Conditions for passing the subject: Colloquium and term project. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: The subject concentrates for the company’s marketing policy in international environment. It analyses the environment, the expectations and possibilities of its adaptation. The students get knowledge about the different marketing activities in international business environment. They study the characteristics of marketing tools in international business life and they can apply this knowledge in the practice too. After this course the students can plan an international introduction of a certain product.	
Brief syllabus: 1. Introduction to the course, exam conditions 2. The basic definitions of international marketing 3. Cultural environment of international marketing 4. Adaptation, expectations and opportunities of environment 5. Companies’ strategies and market steps. 6. The planning and steps of business activities 7. International product introduction 8. Determination of target markets, international market strategies 9. International market research 10. International product policy 11. International pricing policy 12. International distribution 13. International marketing communication	
Literature: REKETTYE, G., TÓTH, T., MALOTA, E. Nemzetközi marketing. Akadémiai Kiadó, 2015, ISBN9789630596237	

MALOTA, E. Marketing nemzetközi színtéren. Esettanulmányok a hazai és külföldi piacokról. Alinea Kiadó, 2015, ISBN 978-615-5303-88-3
CATEORA, P., GRAHAM, J. International Marketing. Mc. Graw Hill, 2015. 17th ed., ISBN 13: 9780077842161
FOJTIK, J., REKETTYE, G. Nemzetközi marketing. Oeconomica, 2009, ISBN 978-963-9542-06-8

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
28.57	28.57	14.29	14.29	14.29	0.0

Teacher: prof. László Józsa, CSc.,

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MRK/17	**Name:** Marketing
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: I.	
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: The objectives of the subject: - To teach the market operations of the companies. During the semester the course concentrates for the basic elements of marketing: market, individual and organizational buying behavior. The subject deals with the marketing tools in the business life, with the practical side of marketing systems including market research. The education of the subject consists of analyses, presentations, projects. Finishing the course, the students will have a capacity of analyses, planning, in addition the capacity of presentation and group working.	
Brief syllabus: 1. Marketing theories, company’s marketing orientations, 2. Market and market competition 3. Market demand, basic definitions 4. Segmentation, STP strategy, 5. B2B marketing activities 6. The brand name and product. Fighting for customers. 7. Market building. 8. Types of market participants 9. Analyses of marketing tools 10. Use of marketing tools 11. Planning of marketing tools 12. Marketing information system. Organizations of marketing activities 13. Marketing strategies in international environment	
Literature:	

BAUER-BERÁCS-KENESEI. Marketing alapismeretek. Budapest: Akadémiai Kiadó, 2014, 448 o., ISBN 978 963 05 9502 5
JÓZSA, L. Marketing. Veszprém: Veszprémi Egyetemi Kiadó, 2000, 317. o. ISBN 963-9220-28-0
VÉGH, K. – SERES HUSZÁRIK, E. A marketing alapjai. Komárom: SJE, Gazdaságtudományi Kar, 2013. 157. o. ISBN 978-80-8122-069-2
KITA J. a kol. Marketing. Bratislava: IURA EDITION, 2010. 411. o. ISBN 8080783273

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
28.57	14.29	42.86	14.29	0.0	0.0

Teacher: prof. László Józsa, CSc., Mgr. Szilárd Szigeti, PhD.,

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MRKO/17	**Name:** Marketing Communication
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: 4	
Recommended semester/trimester of study: 6.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
16.67	0.0	16.67	33.33	33.33	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MRP/17	**Name:** Marketing Planning
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: 4	
Recommended semester/trimester of study: 6.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MRT/17	**Name:** Tourism Management
Types, range and methods of educational activities: **Form of study:** Lecture **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 6.	
Level of study: I.	
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: 7

A	B	C	D	E	FX
28.57	0.0	0.0	14.29	42.86	14.29

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MRV/17	**Name:** Marketing Research
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: 5.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
16.67	0.0	16.67	16.67	50.0	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/MSV/17	**Name:** Methodology of Study and Research
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 0 / 2 **For the study period:** 0 / 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 5.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The subject ends with an evaluation.	
Results of education: The aim of the course is to acquaint students with learning techniques that are necessary at higher levels of study. Students will learn to search databases effectively, in manuals, write notes, and purposefully prepare for exams. Another goal of the course is to develop students' methodological skills so that they can write professional works independently.	
Brief syllabus: In class, students will get acquainted with the methodology of collecting professional literature, with the formal and content requirements for writing professional papers, with the rules of citation. The focus is on developing students' problem-solving skills, fostering creative, experimental thinking, and strengthening critical vision. Our goal is to arouse interest in facts and experiences. An important goal is to strengthen students' self-expression, to develop communication skills and tools that are important from the aspects of successful university performance and from achieving professional success.	
Literature: Mundsack, Allan – Deese, James - Deese, Ellin: Hogyan tanuljunk? Kulcs a sikeres tanuláshoz, Panem, Budapest, 2006 Majoros, Pál: A kutatásmódszertan alapjai: Tanácsok, tippek, trükkök – nemcsak szakdolgozat íróknak, Perfekt, Budapest, 2004 Szabó, Katalin: Kommunikáció felsőfokon, Kossuth Kiadó, Budapest, 2002 Fercsik, Erzsébet: Dolgozatírás felsőfokon, Krónika Nova Kiadó, Budapest, 2002	
Language, knowledge of which is necessary to complete a course: Hungarian language	
Notes: Provided by a foreign partner university.	
Evaluation of subjects Total number of evaluated students: 6	

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Teacher:					
Date of last update: 27.05.2024					
Approved by: prof. Dr. Andrea Bencsik, CSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MTP/17	**Name:** Transformation Process Management
Types, range and methods of educational activities: **Form of study:** Seminar **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 6.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
16.67	0.0	16.67	50.0	16.67	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/MUC/17	**Name:** Managerial Accounting
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: 6.	
Level of study: I.	
Prerequisites: KEK/SPOMdb/UCT1/17	
Conditions for passing the subject: The student's knowledge is assessed by written exam and/ or oral exam in the exam period. The available total score is 100 points on exam. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: The subject deals with thematize of accounting, comparing managerial and financial accounting, goals, tasks and areas of management accounting.	
Brief syllabus: The subject describes conceptual cost apparatus, classification of costs, cost calculation, business calculations and cost calculation methods, cost calculation and management trough ABC method. It deals with the issues of calculation, recognition and cost control. It appropriates students with direct and indirect costs, calculation of the economic result, planning and optimization of the economic result and pricing of own performances. The student will get an overview of accounting issues related to decentralization and the transfer pricing system. It presents the relation between short and long-term planning, investment decisions and accounting support for the establishment and control of the capital budget. The subject will inform students about the budget preparation process, the specific features of the fixed and variable budgets, the methodology for the compilation and control of the operational and financial budgets. The student is able to interpret cost-related information and the basic links between them after learning the topic of the subject. Students recognize the theoretical and methodological basics of management accounting, management accounting techniques and practices related to the planning, management and control of business processes. Students will also learn about the possibilities to support managerial decision-making through data obtained from accounting in the subject.	
Literature: 1. Dr. Bosnyák János - Dr. Gyenge Magdolna - Dr. Pavlik Lívia - dr. Székács Péterné: Vezetői számvitel (Saldo Pénzügyi Tanácsadó és Informatikai Zrt., 2010) 2. Bosnyák János, Gyenge Magdolna, Pavlik Lívia, Székács Péterné: Vezetői számvitel - Példatár	

és Feladatgyűjtemény (Saldo, 2008)

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
0.0	0.0	14.29	28.57	42.86	14.29

Teacher:

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/OBH/17	**Name:** Defense of Final Paper
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: 10	
Recommended semester/trimester of study: 7., 8..	
Level of study: I.	
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: 6

A	B	C	D	E	FX
33.33	0.0	33.33	33.33	0.0	0.0

Teacher:	
Date of last update: 27.05.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/OBP/17	**Name:** Business Law

Types, range and methods of educational activities:
Form of study: Lecture
Recommended extent of course (in hours):
Per week: 2 **For the study period:** 26
Methods of study: present

Number of credits: 3

Recommended semester/trimester of study: 5.

Level of study: I.

Prerequisites:

Conditions for passing the subject:
The course ends with an exam.

Results of education:
The aim of the course Business Law is to acquaint students with the legal environment of international trade. Students will get acquainted with the legal regulation of contractual practice of trade and with international organizations that deal with its harmonization. During the lessons we deal with the relationship between the state and the market and with the existing international obligations of the state in this thematic area. The course also includes a presentation of the concept of competition from a legal aspect and other specific areas - e.g. intellectual property, advertising activity. Students will also get acquainted with the practice of dispute resolution (mechanisms, institutions) in the field of international trade relations. Students will be able to identify problems in the practice of international trade and work with lawyers to understand and analyze them. After acquiring practical knowledge, students will be able to make professional decisions in business issues and solve problems.

Brief syllabus:
1.Legal sources of international trade.
2. Law of international trade relations (international organizations).
3. Market and state.
4. Intellectual property and competition.
5. Basics of competition: cartel, unfair competition, subsidies.
6. Legal framework of advertising activities.
7. Contracts in international trade: purchase and sale contract, international transport
8. Techniques of concluding contracts, INCOTERMS clauses.
9. Legal barriers to economic activity
10. Basics of consumer protection
11. Fundamentals of international law.
12. Arbitration Court in International Trade

Literature:
Sáriné dr. Simkó Ágnes (szerk.): Üzleti jog – A szerződésekről és a gazdasági társaságokról gazdasági szakembereknek, HVG-ORAC, Budapest, 2014

Francesco Galgano: Globalizáció a jog tükrében -A gazdaság jogi elemzése. (ford: Metzinger Péter). HVG ORAC, Budapest, 2006
Vékás Lajos - Mádl Ferenc: Nemzetközi magánjog és nemzetközi gazdasági kapc
solatok joga. ELTE Eötvös Kiadó Kft., Budapest, 2015
Richard Whish: Versenyjog. (Competition Law -A hatodik angol nyelvű kiadás magyar fordítása. (ford.: Hörömpöli-Tóth Levente –Nagy Csongor István –Szilágyi Pál). HVG ORAC, Budapest, 2006
Lontai Endre -Faludi Gábor -Gyertyánfy Péter -Vékás Gusztáv: Magyar polgári jog. Szerzői jog és
iparjogvédelem. ELTE Eötvös Kiadó Kft., Budapest, 2015

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
16.67	0.0	16.67	33.33	33.33	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/ODP/17	**Name:** Intership
Types, range and methods of educational activities: **Form of study:** Seminar **Recommended extent of course (in hours):** **Per week:** 40 **For the study period:** 520 **Methods of study:** present	
Number of credits: 20	
Recommended semester/trimester of study: 7.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject:	
Results of education: The education system includes 2 types of internships - 3 weeks (15 days) of summer farm and company practice after the 4th semester. The students of the study program take part in a 3-week agricultural practice. - The aim of the 13-week (65 days, 520 hours) corporational and commercial practice is to apply the acquired theoretical and practical knowledge. Equally important is to participate in problem solving and to gain practical experience within the choosen profession.	
Brief syllabus:	
Literature:	
Language, knowledge of which is necessary to complete a course: hungarian language	
Notes: Organized by partner university	
Evaluation of subjects Total number of evaluated students: 6	

a	n
100.0	0.0

Teacher:
Date of last update: 24.07.2024
Approved by: prof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KMI/ SPOMdb/OPV/16	**Name:** Operations Research

Types, range and methods of educational activities:
Form of study: Lecture / Seminar
Recommended extent of course (in hours):
Per week: 2 / 1 **For the study period:** 26 / 13
Methods of study: present

Number of credits: 4

Recommended semester/trimester of study: 5.

Level of study: I.

Prerequisites:

Conditions for passing the subject:

Results of education:

Brief syllabus:

Literature:
WINSTON, W. L.: Operációkutatás I-II, Módszerek és alkalmazások. Budapest : Aula, 2003.
TEMESI, J. - VARRÓ, Z.: Operációkutatás. Budapest : Akadémiai Kiadó, 2007. ISBN 9789630594752.
DANYI, A - VARRÓ, Z.: Operációkutatás : Lineáris programozás. Pécs : Pécsi Tudományegyetem, 2003. ISBN 9636413770.
IVANIČOVÁ, Z. - BREZINA, I. - PEKÁR, J.: Operačný výskum. EdiLingua, 2003. ISBN 8089047432

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

Notes:

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
50.0	0.0	33.33	0.0	16.67	0.0

Teacher: prof. László Szalay, DSc., prof. László Szalay, DSc.,

Date of last update: 18.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/OSP/17	**Name:** Organizational Behavior
Types, range and methods of educational activities: **Form of study:** Lecture **Recommended extent of course (in hours):** **Per week:** 2 **For the study period:** 26 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: To complete the course, it is necessary to successfully pass the final oral exam worth 100 points. A total of at least 90 points must be obtained to obtain an A rating, at least 80 points to obtain a B rating, at least 70 points to a C rating, at least 60 points to a D rating and at least 50 points to an E rating.	
Results of education: Organizational behavior seeks to systematically analyze key organizational areas and phenomena and obtain information about positive and negative facts and trends in the organization. The final effort of organizational behavior is the elaboration, evaluation and elaboration of a relevant solution in the level of correct anticipation and desirable influence of behavior of all employees, experts and managers of the organization. The aim is to acquaint students with the essence of employee behavior in the organization at all levels of the organizational structure. It is based on the analysis of knowledge about personality dispositions, motivational profile, value orientation, career aspirations and relationship dynamics. The goal is to learn how to effectively manage and lead people in the work process.	
Brief syllabus: 1. Organizational behavior, organization and management 2. Personality and individual differences 3. Motivation 4. Social interaction and relationships between people 5. Social groups - working group 6. Group processes and influence 7. Communication 8. People leadership and leadership 9. Decision making 10. Conflicts and violence at work. 11. Organizational structure. 12. Organizational culture 13. Change and development of the organization	
Literature: 1. Dědina, J., Cejthamr, V.: Management a organizační chování. 2. aktualizované a rozšírené vydanie. Praha: Grada Publishing 2010. 2. Bakacsi, Gy.: Szervezeti magatartás alapjai, Aula Kiadó, 2010 3. Karácsony, P.: Szervezeti ismeretek jegyzet, Selye János Egyetem, 2016	
Language, knowledge of which is necessary to complete a course: Hungarian language	
Notes:	

Evaluation of subjects Total number of evaluated students: 7					
A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0
Teacher: Dr. habil. Ing. Peter Karácsony, PhD.,					
Date of last update: 27.05.2024					
Approved by: prof. Dr. Andrea Bencsik, CSc.					

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/PFN/17	**Name:** Corporate Finance
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: 3.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: Successful completion of the final written examination. To obtain an A rating, at least 90% of the maximum number of final review points must be obtained, to obtain a B rating of at least 80%, to a C rating of at least 70%, to a D rating of at least 60% and an E rating of at least 50% of the maximum points. Credits will not be awarded to a student who has not obtained at least 50% of the maximum points obtained in writing.	
Results of education: The aim of the course is to acquaint students with the basic systems and contexts of companies with regard to financial and investment decisions of companies. The student will be able to recognize various forms of property financing, including financial support of companies, methods of effective investment, starting points of financial investment, factors influencing the financial and capital structure of the company, basic financial aspects of business associations and the main tools of business payment.	
Brief syllabus: 1. General characteristics of finances and currency. 2. Introduction to corporate finance. 3. Time value of money, methods of interest calculation, special cash flows (annuity, infinite annuity). 4. Bonds and shares - types and characteristics of shares and bonds, issue of shares, exchange rate, dividends, business and financial risk, yield and asset risk. 5. Yield with project risk, portfolio theory. Diversification, CAPM model, SML line. 6. Investment proposals and decision criteria (project evaluation methods). 7. Corporate cash flow (profitability index, cash flows related to the company's investment, operational and financial cah-flow, direct and indirect cash flow, depreciation, profit before tax, profit after tax, annual cost equivalents). 8. Investment risk analysis (measurement and risk analysis) - sensitivity analysis, Monte Carlo simulation, options and their graphical representation. 9. Cost of capital (cost of capital of the company, cost of equity). 10. Long-term financial decisions - financial and capital structure of the company, definition of WACC. 11. Impact of financial decisions on project efficiency. 12. Dividend policy. 13. Effective market and dividend policy of the company - stocks, dividends, the theory of the efficient market, the definition of individual levels of efficiency and their characterization, the definition of individual dividend policies and their characteristics.	
Literature:	

1. VLACHYNSKÝ, K. a kol.: Podnikové financie. Bratislava: Iura Edition. 2009. 524 s. ISBN 978-80-8078-258-0 2. FAZEKAS, G. szerk.: Vállalati pénzügyek példatár. Budapest: Tanszék Kft. 2014. 148 s. ISBN 978-615-5456-10-7 3. FETISOVOVÁ, E. a kol.: Podnikové financie – praktické aplikácie a zbierka príkladov. Bratislava: Iura Edition, 2010. 180 s. ISBN 978-80-8078-367-9. 4. GYULAI, L. Kis- és középvállalkozások üzletfinanszírozása. Budapest: Saldo. 2011. 168 s. ISBN 978-963-638-380-0 5. SOBEKOVÁ MAJKOVÁ, M. Ako financovať malé a stredné podniky. Bratislava: Iura Edition. 2011. 231 s. ISBN 978-80-8078-413-3 6. ZALAI, K. a kol. Finančno-ekonomická analýza podniku. Bratislava: Sprint dva. 2010. 446 s. ISBN 978-80-89393-15-2 7. FETISOVOVÁ, E. – VLACHYNSKÝ, K. – SIROTKA, V. Financie malých a stredných podnikov. Bratislava: Iura Edition. 2004. 260 s. ISBN 80-89047-87-4 8. BREALY-MYERS Modern vállalati pénzügyek. Budapest: Panem. 2005. 1175 s. ISBN 963-545-422-8 9. KOHN, M. Bank- és pénzügyek, pénzügyi piacok. Budapest: Osiris Kiadó. 2003. 1059 s. ISBN 963-389-435-2 10. DOBAI KORCSMÁROS, E. Bevezetés a vállalati pénzügyekbe (elméleti és gyakorlati alapok). Komárom: Selye János Egyetem. 2013. 179 s. ISBN 978-80-8122-076-0

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

Notes:

Evaluation of subjects
Total number of evaluated students: 8

A	B	C	D	E	FX
0.0	0.0	12.5	25.0	37.5	25.0

Teacher: PhDr. Enikő Kahler Korcsmáros, PhD., PhDr. Bence Csinger, PhD.,

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/PHS/17	**Name:** Business 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: I.	
Prerequisites:	
Conditions for passing the subject: The student's responsibility is during the semester prepare in writing the seminar work for 50 points and successfully completed the final review (written test) for 50 points. To obtain evaluation A is necessary at least 90 points in total, to obtain evaluation B at least 80points, for the assessment of at least 70 points C, D for the assessment of at least 60 points, and the evaluation E at least 50 points. Credit won't be granted to a student who did not receive at least 25 points for the seminar work and at least 25 points on final written test.	
Results of education: The goal is to give a comprehensive picture of the companies explain their functioning and activities. The business economy, uses for the variety and complexity of business processes, interdisciplinary access. External relationships and basic functional areas of the businesses (marketing, innovation, production, logistics, human resources, finance) are also presented from the perspective of CEO´s. The course also discusses current economic processes and trends.	
Brief syllabus: 1. Introduction to business economics 2. Place and role of enterprises in the economy 3. Market and competition 4. The external environment of the enterprise 5. Corporate strategy and basics of strategic management 6. Basic concepts of marketing 7. Innovation and their role in the success of the company 8. Fundamentals of Human Resources Management 9. Information as an important source of enterprise 10. Logistics and production processes of the company 11. Basics of financial management enterprise 12. Corporate strategy I. 13. Corporate strategy II.	
Literature: 1. CHIKÁN, A. Vállalatgazdaságtan. Budapest: AULA, 2008. 616 s. ISBN: 9789639698604 2. MAJDÚCHOVÁ, H. a kol.: Podnikové hospodárstvo: zbierka príkladov a prípadové štúdie.	

Bratislava: IuraEdition, 2010. 226 s. ISBN: 9788080783655 3. MAJTÁN Š. a kol.: Podnikové hospodárstvo. Bratislava: SPRINT, 2007. 347 s. ISBN: 8089085798 4. MAJTÁN, Š ved. autors. kol.: Podnikové hospodárstvo. Bratislava: Sprintvfra, 2005. 347 s. ISBN 80-89085-46-6

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

Notes:

Evaluation of subjects
Total number of evaluated students: 9

A	B	C	D	E	FX
22.22	0.0	66.67	11.11	0.0	0.0

Teacher: PhDr. Imrich Antalík, PhD., prof. Mihály Ormos, PhD.,

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/RIOR/17	**Name:** Management and Organization
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: 4.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: Colloquium. 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 Leadership and Organization course is a foundation course that provides basic knowledge for Strategic Management, Organizational Behavior, Human Resource Management and Controlling subjects. Through the theoretical knowledge gained and practical examples, case studies presented in the seminars, our aim is to provide a common approach and a vocabulary that will enable our students to successfully pursue their later studies and to quickly integrate them into the organizations after graduation.	
Brief syllabus: 1. Introduction to the subject, way of examining 2. The organization and the leader. 3. Development of the organizations. 4. Managing and coordinating the work of people in organizations in order to achieve goals and results. 5. While examining organizations, the concept of organizational theory based on the open system concept is the basis for contingency theory. 6. Leading skills analysis as a starting point. 7. Content of leadership work and various organizational solutions. 8. The tools used by the leaders in organizations to achieve the goals. 9. Management functions, organization and organization models used by companies. 10. Analysis of organizations, the advantages and disadvantages of each organizational model. 11. Leadership 12. Trends and challenges in the theoretical approach of organizations 13. Cultivating management and organization through practice-oriented tasks.	
Literature:	

DOBÁK, M., ANTAL, Zs. Vezetés és Szervezés. Aula Könyvkiadó, 2010, ISBN
SEDLÁK, M. Základy manažmentu. Bratislava: IURA EDITION, 2009. 310 s. ISBN 978-808-0781-93-4
MAJTÁN, M. a kol. Manažment. 5. dopln. vyd. Bratislava: Sprint dva, 2009. 405 s. ISBN 78-80-89393-10-7.
MALIK, F.: Management. Campus Verlag GmbH., 2010. 304 p. ISBN-13: 978-359-3382-85-2
MALIK, F.: Führen, Leisten, Leben. Wirksames Management für eine neue Zeit. Campus Verlag GmbH, 2006. 400 s. ISBN-13: 9783593382319
BENCSIK, A. Menedzsment alapjai. Győr: Universitas Kht., 2008. 361 o. ISBN 978-963-9819-18-4
DOBÁK, M. Szervezeti formák és vezetés. Budapest: Akadémia Kiadó, 2006. 262 o. ISBN 978-963-0583-40-6

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
28.57	0.0	0.0	42.86	14.29	14.29

Teacher: prof. Dr. Andrea Bencsik, CSc., PhDr. Bence Csinger, PhD.,

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/RJP/17	**Name:** Management of Unique Projects
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 2 / 1 **For the study period:** 26 / 13 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: Written exam. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: The subject's professional and educational purpose is to familiarize students with the basic project management tools that can be used to design and deliver individual projects and to help develop the skills of the acquired device system. The purpose of the lectures is to transfer knowledge about project management tools and develop a strategy-oriented project management approach. Solving and presenting seminar group tasks will help develop the ability to use project management tools.	
Brief syllabus: 1. Introduction to the subject, way of examining 2. The role of projects in organizations 3. The role of project management in organizations 4. For strategic purposes up to project results 5. Stakeholders which are most affected by success 6. Developing performance plans for projects 7. Analysis of the effects of risk factors for performance 8. Presentation of project organization solutions that assist in coordinating performance 9. Project control device system 10. Implementing strategy for individual external projects 11. Elemental toolkit for a project's performance strategy 12. Participation in the project 13. Effective support to project management.	
Literature: BENTLEY, C. Základy projektového riadenia PRINCE2®. INBOX SK, 2013. ISBN 0957607601	

CLELAND, D. – IRELAND, L. Project Management: Strategic Design and Implementation. New York: McGraw-Hill Professional. 2007. ISBN 978-007-1471-60-2
CLEMENTS, J. P. – GIDO, J. Effective Project Management. Thomson, Intl., 2006, ISBN 9780324314441
GÖRÖG, M. Projektvezetés a szervezetekben. Panem Könyvek, Taramix Kiadó, 2013. ISBN 9786155186172
HENCZI L. – MURVAI L. Projekttervezés és projektmenedzsment. Saldó Kiadó Zrt., 2012. 184 s. ISBN 978-963-6384-09-8
KREMEŇOVÁ, I. Projektový manažment. Bratislava: EDIS, 2009. 442. s. ISBN 978-805-5401-48-5
MAJTÁN, M. Projektový manažment. Bratislava: Sprint dva, 2009. 299. s. ISBN 978-808-9393-05-3
PMBOK Guide. Projektmenedzsment útmutató. Akadémia Kiadó, 2013, ISBN 9789630594264

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
14.29	42.86	14.29	14.29	14.29	0.0

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

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/SPSO/17	**Name:** Consumer Behavior

Types, range and methods of educational activities:
Form of study: Lecture / Seminar
Recommended extent of course (in hours):
Per week: 1 / 1 **For the study period:** 13 / 13
Methods of study: present

Number of credits: 4

Recommended semester/trimester of study: 6.

Level of study: I.

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: 6

A	B	C	D	E	FX
66.67	0.0	33.33	0.0	0.0	0.0

Teacher:

Date of last update: 24.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KMI/ SPOMdb/STA1/16	**Name:** Statistics 1

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: 3.

Level of study: I.

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: 7

A	B	C	D	E	FX
28.57	0.0	14.29	28.57	28.57	0.0

Teacher: RNDr. Zoltán Fehér, PhD., RNDr. Zoltán Fehér, PhD.,

Date of last update: 18.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KMI/ SPOMdb/STA2/16	**Name:** Statistics 2

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: 4.

Level of study: I.

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: 6

A	B	C	D	E	FX
16.67	0.0	50.0	33.33	0.0	0.0

Teacher: RNDr. Zoltán Fehér, PhD., RNDr. Zoltán Fehér, PhD., RNDr. Alexander Maťašovský, PhD.,

Date of last update: 18.07.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/TOP/17	**Name:** Sales Techniques
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 1 / 1 **For the study period:** 13 / 13 **Methods of study:** present	
Number of credits: 3	
Recommended semester/trimester of study: 6.	
Level of study: I.	
Prerequisites: KM/SPOMdb/MRK/17	
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: 6

A	B	C	D	E	FX
16.67	0.0	33.33	33.33	16.67	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/TRO/17	**Name:** Decision Making Techniques
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: 3	
Recommended semester/trimester of study: 5.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The course ends with an exam.	
Results of education: During the semester the student will acquire competencies and skills to get acquainted with the decision-making process, its importance, problem identification, selection, ability to analyze objective situations, enrich and expand its decision-making skills, will be clear in their abilities and limitations, get acquainted with decision-making techniques and preparatory processes preceding the decision-making process, will be able to actively and responsibly participate in decision-making processes.	
Brief syllabus: The center of the subject Decision Making Techniques is to get acquainted with the individual steps of the decision-making process and decision-making methods. The aim of the course is for students to gain the ability in the first place in the preparatory steps of the decision-making process to prepare the materials that are needed in decision-making, either for an individual or for a group. The theoretical understanding of the decision-making process will also play an important role, as well as examples from practice, methods that reduce risks and uncertainty, and techniques that support managerial group decision-making. The course will provide the basics for acquiring skills to solve problems, respectively. will provide an introduction to various decision-making methods and techniques, resp. group decision-making. Topics: 1. Decision 2. Defining the problem 3. Importance of decision making 4. Decision-making ability 5. Significance of problems 6. Detection, identification 7. The role of subjectivity 8. Information management, modeling 9. Pitfalls of decision making 10. Decision-making roles	

11. Group decision-making processes
12. Willingness of involvement
13.Individual - group - organization
14.Consulting

Literature:

Stuart Crainer: A 75 legjobb üzleti döntés. Alinea Kiadó, Budapest, 2004
Morgan D. Jones: The Thinker's Toolkit. Three Rivers Press, New York, 1998
Richard Koch: The 80/20 Principle. Currency Doubleday, 1998
Harvard Business Review on Decision Making. Harvard Business School Press, 2001
Hoch – Kunreuther: Wharton on Making Decisions. John Wiley and Sons, Inc. 2001

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
33.33	0.0	66.67	0.0	0.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/TZO/17	**Name:** Foreign Trade Techniques
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: 6.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The course ends with an exam.	
Results of education: The learning outcomes are the development of the following competencies: - Acquisition of the conceptual apparatus of the international context - Developing analytical skills - Understanding of cultural differences	
Brief syllabus: 1. Institutional environment of foreign trade, interstate contracts / contracts excluding double taxation / agreements related to investment protection / state regulations of foreign trade / regulations - deregulation 2. Types of trade, sales channels of foreign trade, direct and indirect organization of international trade in today's practice 3. Preparation and conclusion of foreign trade on the basis of the Vienna Convention. Calculations and offers 4. Negotiations with foreign partners, strategy and tactics with supervision of different cultural environments. 5. Content and contractual conditions of a foreign trade contract 6. Documents and securities / rectums and ipso jure - bank and non-bank securities 7. Use of various forms of transport on foreign markets, international forwarding, international logistics 8. Customs and conventions. Incoterms 2000 and Incoterms 2010. Parities and parity criteria based on the main types of foreign trade 9. Types of risks, principles and methods of risk management / international insurance, international cargo insurance. 10. Methods of payment in international trade, payment instruments and methods of relationship. Accredible and documentary collections, delivery and applications of specific types 11. Bank guarantees, interpretation and use of bank guarantees and other bank guarantees in international trade. Choice of payment methods, corporate loans, types of financing - refinancing / factoring, forfaiting /	

12. Special foreign trade operations and their functions / barter, offset, re-export, transit, switch /
13. Realization of foreign trade, methods of handling complaints
14. The role and goal of a concentrated market in international trade. Types and conditions of prompt and term transactions.
15. Types and rules (universal and regional) of an international tender

Literature:
Constantinovits Milán – Sipos Zoltán (2008): Nemzetközi kereskedelmi ügyletek, AULA
Constantinovits Milán - Sipos Zoltán (2003): Külkereskedelmi technika - külpiaci kockázat. AULA

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

Notes:
Provided by a foreign partner university.

Evaluation of subjects
Total number of evaluated students: 6

A	B	C	D	E	FX
83.33	0.0	16.67	0.0	0.0	0.0

Teacher:

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/UCT1/17	**Name:** Basics of Accounting
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: 3.	
Level of study: I.	
Prerequisites:	
Conditions for passing the subject: The assessment of knowledge will be carried out in writing. At least 90 points must be obtained to obtain an A rating, at least 80 points to obtain a B rating, at least 70 points to obtain a C rating, at least 60 points to obtain a D rating and at least 50 points to obtain an E rating.	
Results of education: The study will provide theoretical knowledge about the basics of double entry accounting. Mastering the curriculum creates a prerequisite for mastering the methodological context of accounting for assets, resources, costs and revenues, income and expenses that are the subject of accounting.	
Brief syllabus: 1. Beginnings of accounting. Subject, goal and functions of accounting. 2. Legal regulation of accounting in Slovakia and transnational harmonization. 3. Assets - classification and characteristics of assets. Cycle and valuation of property. 4. Sources of property of a business entity - Definition of source, balance principle. Characteristics of own and foreign resources. 5. Balance sheet. 6. Economic operations - characteristics of non-operating and operating economic operations on the result of management. 7. System of accounts - account and account requirements. Division of accounts. Accounting principles (rules). Doubleness in the system of accounts. 8. General chart of accounts and chart of accounts. Synthetic and analytical records. 9. Accounting documents and accounting documentation. Accounting entries and books. 10. Checking the formal and content accuracy of accounting entries. 11. Profit or loss - costs, revenues. 12. Procedure for closing the books - financial statements. 13. Financial statements - structure and its compilation.	
Literature: 1. STANÓ, I. Számvitel alapjai. Budapest: Perfekt Kiadó, 2015. 392 s. ISBN 978-963-394-842-2. 2. BARICZ, R. – GYENGE, M. – JOÓ, Á. – KÍRA, M. – REIZINGERNÉ, D. A. A számvitel alapjai – Feladatgyűjtemény. Budapest: Saldo Kiadó, 2012. 196 s. ISBN: 9789636384395.	

3. KARDOS, B. – MIKLÓSNÉ, Á. K. – NÉMETHNÉ, G. M. – SISA, K. – ZELENKA, J. Számvitel alapjai példatár. Budapest: Perfekt Kiadó, 2008. 348 s. ISBN: 9789633947456.
4. Zákon o účtovníctve - 2000/C.

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

Notes:

Evaluation of subjects
Total number of evaluated students: 7

A	B	C	D	E	FX
28.57	0.0	28.57	14.29	28.57	0.0

Teacher: Ing. Norbert Gyurián, PhD., Ing. Norbert Gyurián, PhD.,

Date of last update: 27.05.2024

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/ZMED/17	**Name:** Media Knowledge
Types, range and methods of educational activities: **Form of study:** Lecture / Seminar **Recommended extent of course (in hours):** **Per week:** 2 / 1 **For the study period:** 26 / 13 **Methods of study:** present	
Number of credits: 4	
Recommended semester/trimester of study: 5.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
16.67	0.0	0.0	16.67	66.67	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/ SPOMdb/ZTZ/17	**Name:** Basics of Brand Creation
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: 4	
Recommended semester/trimester of study: 5.	
Level of study: I.	
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: 6

A	B	C	D	E	FX
16.67	0.0	50.0	33.33	0.0	0.0

Teacher:	
Date of last update: 24.07.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KEK/ SPOMdb/ŠS/17	**Name:** Final Exam
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: 10	
Recommended semester/trimester of study: 7., 8..	
Level of study: I.	
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: 6

A	B	C	D	E	FX
33.33	0.0	50.0	16.67	0.0	0.0

Teacher:	
Date of last update: 27.05.2024	
Approved by: prof. Dr. Andrea Bencsik, CSc.	