INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

Teacher:
Date of last update: 25.07.2019
Approved by: Guaranteeprof. Dr. Andrea Bencsik, CSc.

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher: István Jobbágy, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: PhDr. Enikő Korcsmáros, PhD.

Date of last update: 31.05.2019

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

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: PhDr. Enikő Korcsmáros, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher: PhDr. Imrich Antalík, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	
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: 0

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

Teacher: Mgr. Ladislav Ďurdík, PhD.

Date of last update: 28.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: PhDr. Imrich Antalík, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: Ing. Ondrej Takáč, PhD., doc. RNDr. Ferdinánd Filip, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ 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: 0

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

Teacher: Dr. habil. Ing. Renáta Machová, PhD.

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/KSP/17	**Name:** Kapitoly zo sociálnej psychológie

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: prof. RNDr. János Tóth, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: prof. RNDr. János Tóth, PhD.

Date of last update: 31.05.2019

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

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: prof. Dr. László Józsa, CSc.

Date of last update: 25.07.2019

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

Name of the university: J. Selye University

Name of the faculty: Faculty of Economics

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: 0

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

Teacher: prof. Dr. László Józsa, CSc.

Date of last update: 28.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/MRKO/17	**Name:** Marketingová komunikácia

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/MRP/17	**Name:** Marketingové plánovanie

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/MRT/17	**Name:** Marketing turizmu

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/MRV/17	**Name:** Marketingový výskum

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/MTP/17	**Name:** Manažment transformačných procesov

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

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: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ 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: 0

a	n
0.0	0.0

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher: Dr. habil. Ing. Peter Karácsony, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher: prof. Dr. József Poór, DSc., PhDr. Enikő Korcsmáros, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: PhDr. Imrich Antalík, PhD.

Date of last update: 31.05.2019

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

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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: 3.

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: 0

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

Teacher: prof. Dr. Andrea Bencsik, CSc.

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ 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: 0

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

Teacher: prof. Dr. Andrea Bencsik, CSc.

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/SPSO/17	**Name:** Správanie spotrebiteľov

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: doc. RNDr. Ferdinánd Filip, PhD., RNDr. Zoltán Fehér, PhD.

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

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: 0

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

Teacher: doc. RNDr. Ferdinánd Filip, PhD., RNDr. Zoltán Fehér, PhD.

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/TOP/17	**Name:** Techniky odbytu a predaja

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher:

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

Results of education:

Brief syllabus:

Literature:

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

Notes:

Evaluation of subjects
 Total number of evaluated students: 0

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

Teacher: prof. Dr. József Poór, DSc., Ing. Norbert Gyurián, PhD.

Date of last update: 31.05.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/ZMED/17	**Name:** Znalosť médií

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics	

Code: KM/ SPOMdb/ZTZ/17	**Name:** Základy tvorby značky

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: 0

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

Teacher:

Date of last update: 25.07.2019

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

INFORMATION SHEET

Name of the university: J. Selye University	

Name of the faculty: Faculty of Economics	

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:

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: 0

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

Teacher:

Date of last update: 31.05.2019

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