

CONTENS

1. Banking.....	2
2. Business etiquette and Protocol.....	81
3. Communication.....	46
4. Company Information Systems.....	44
5. Competition Policy.....	48
6. Controlling.....	23
7. Defending Thesis.....	76
8. Economics of Enterprise.....	31
9. English language 1.....	5
10. English language 2.....	8
11. English language 3.....	11
12. Enterprise Management.....	71
13. Event marketing.....	29
14. Family Business.....	96
15. Financial Analysis.....	33
16. Financial Management.....	37
17. Financial Management - calculations.....	40
18. Financial Markets - calculations.....	42
19. Financial Markets and Investments.....	35
20. German language 1.....	14
21. German language 2.....	17
22. German language 3.....	20
23. Green economy.....	105
24. Green marketing.....	107
25. International Human Resource Management.....	64
26. International Management and International Ventures.....	73
27. International Marketing.....	60
28. International Taxation.....	56
29. Internship.....	79
30. Leisure movement activities 1a.....	109
31. Leisure movement activities 1b.....	111
32. Leisure movement activities 2a.....	113
33. Leisure movement activities 2b.....	115
34. Logistics.....	50
35. Logistics - Calculations.....	52
36. Managerial Decision Making.....	69
37. Marketing Strategy.....	54
38. Marketing and Management in Healthcare.....	67
39. Organization Systems and Culture of the Organization.....	85
40. Organization of Managerial Work.....	83
41. Organizational Behaviour.....	87
42. Preparation for Final Work.....	93
43. Project Management.....	90
44. Quality Management.....	62
45. Social media marketing.....	98
46. Strategic Management.....	100
47. Taxation of Business Entities.....	26
48. Thesis Writing.....	103

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/EMPdm/ BAN/22	Name: Banking
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester will be the theoretical knowledge of students evaluated through electronically checks for which students can obtain 50 points and also students will individually solve practical task for 50 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B” students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: The aim of the course is to teach students the basic aspects of the banking system functioning and to prepare them for possible acting in the banking. The student acquires knowledge of the conditions of establishment and operation of banks and the banking system, of banking operations and risks, as well as of selected problems in European and offshore banking. Knowledge, skills and competences are developed: Knowledge Understands the structure, functioning and system of business relations, environmental factors that determine the behavior of companies, information and motivational factors of economic decisions. He masters the methods of evaluating the current position of companies on the basis of expertly based analyzes, taking into account the internal conditions and external characteristics of the environment. Skills Knows and understands the basic and comprehensive concepts, theories, characteristics and contexts and research direction of business development. and international environment, as well as in organizational culture. It systematizes and critically analyzes professional sources and data using information and communication tools. He will prepare an individual opinion based on his own analysis, he will be able to present it and also represent it in discussions. Competences Takes responsibility for its work, the organization / business it manages, its employees and its relations with partners. It independently selects and applies relevant problem-solving methods in areas important in terms of organizational policy, strategy and management, and independently performs economic analyzes and consulting tasks. It independently plans the company's	

functional areas, strategy development, organizational processes, cooperation of employees inside and outside the organization.

Brief syllabus:

1. Bank as legal entity. The conditions of setting up banks.
2. The banking system. The central bank and the commercial banks.
3. Banking products and services.
4. Bank clients, retail and corporate banking.
5. The balance of the bank. Management of bank assets.
6. Management of bank liabilities.
7. The profitability, liquidity and solvency of the banks.
8. Banking risks.
9. The banking regulation and supervision.
10. Monetary Union. The euro area and the euro currency.
11. The European system of central banks. The European Central Bank and the National Bank of Slovakia.
12. Offshore banking.
13. Trends in banking and banking management.

Literature:

1. CHOUDHRY, M. An introduction to banking. Wiley UK, 2018. ISBN 9781119115892
Link: https://books.google.sk/books?hl=en&lr=&id=RA1MDwAAQBAJ&oi=fnd&pg=PR9&dq=banking,+book&ots=Q0py_RBx1f&sig=0FleYry7DN9NZ7b5fWzI7KY_4to&redir_esc=y#v=onepage&q=banking%2C%20book&f=false
2. MEDVEĎ, J. a kol. Banky: teória a prax. Bratislava: Sprint dva, 2012. 576 s. ISBN 9788089393732
3. SYSÁKOVÁ, V. – ŠLAHOR, L. Peniaze a bankovníctvo. Bratislava: Kartprint. 2010. 142 s. ISBN 978-80-88870-89-0
4. REVENDA, Z. a kol. Peněžní ekonomie a bankovníctví. Praha: Management Press. 2011. 408 s. ISBN 978-80-7261-240-6
5. KOCH, W. T. – MACDONALD, S. S. Bank Management. Mason, Ohio: South-Western Cengage Learning. 2010. 872 p. ISBN 978-0-324-65578-0
6. GÁL, E. Praktikus bankszakmai ismeretek. Budapest: Saldo. 2011. 278 o. ISBN 978-963-638-390-9
7. ILLÉS, I. Bank-menedzsment. Budapest: Perfekt Zrt. 2005. 288 o. ISBN 963-394-613-1

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

Hungarian Language

Notes:

Distribution of student workload:

50% load - participation in lectures, preparation for exam, tasks

50% load - scientific literature study, hearing of professional online courses

Evaluation of subjects

Total number of evaluated students: 192

A	B	C	D	E	FX
91.15	5.21	2.08	0.52	0.52	0.52

Teacher: Mgr. Klaudia Balázs, PhDr. Enikő Kahler Korcsmáros, PhD.

Date of last update: 20.05.2024

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: KJP/EMPdm/ CJAM1/22	Name: English language 1
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students attend the seminars and are required to work in teams on four mini-projects, for which they receive 20% of the overall score. They are also required to prepare and give a presentation in small groups for a maximum of 20% of the total points available. They write a written assessment at the end of the semester for a maximum of 60% of the total points available. A minimum of 90% of the total score is required for an "A" grade, 80% for a "B" grade, 70% for a "C" grade, 60% for a "D" grade, and 50% for an "E" grade. Students will not receive credits if they score below 50% on the end-of-semester assessment.	
Results of education: Knowledge: According to the course syllabus, the student develops the knowledge necessary for successful communication in a foreign language in a work environment in the subject areas. The student acquires knowledge of professional vocabulary and grammatical skills needed for fluent communication in a foreign language. The student masters the written and oral forms of professional and effective communication, tabular and graphical methods of data presentation in a foreign language. Skills: The student develops language skills and can use a professional foreign language at the B2 level (CEFR). Understand written professional text in the subject areas of the course syllabus in a foreign language. The student understands professional speech in the thematic areas according to the course syllabus in the foreign language. The student will conduct a conversation in a foreign language on the topics and communicative functions covered in the course syllabus (e.g. telephone conversations, the language of presentations, the language of meetings, negotiations, description of data, description of graphs and tables, description of products, development of business contacts, conversation and discussion, expression of opinions, expression of agreement and disagreement, presentation of results of analyses, etc.). The student develops skills in business correspondence.	

The student develops skills in preparing and presenting reports and professional reports in a foreign language.

The graduate can work in teams.

Competences:

The graduates can present the results of their analysis of the company's operations in a foreign language.

The graduate participates independently and responsibly in professional forums within and outside the business organisation in a foreign language.

Brief syllabus:

1. Brands. Discussion about different brands. Vocabulary development - brands
2. Listening: An interview with a brand manager.
3. Reading: Building luxury brands. Discussion.
4. Grammar: Present simple and present continuous.
5. Vocabulary development: Words that go with brand, product a market.
6. Skills development: Taking part in meetings
7. Travel – business trips, at the airport
8. Discussion. Vocabulary development: British and American travel words
9. Listening: An interview with the sales director of a hotel chain. Reading: What business travellers want
10. Grammar: Talking about the future. Business correspondence: E-mail.
11. Skills development: Telephoning
12. Presentation of course assignments
13. Test

Literature:

1. COTTON, D. – FALVEY, D. – KENT, S. Market Leader: Intermediate Business English Course Book. Pearson Education Limited, 2016. 175 s. ISBN 978–1–292–13477–2
2. ROGERS, J. Market Leader 3rd Edition Intermediate Practice File & Practice File CD Pack. Pearson Education Limited 2016, 96s. ISBN 978-1-408-23696-3
3. MURPHY, R. English Grammar in Use 5th Edition. Cambridge University Press, 2019. 390 s. ISBN 978-1-108-45765-1
4. MASCULL, B. 2018. Business Vocabulary in Use: Intermediate. 3rd ed. Cambridge University Press, 2018. 176 s. ISBN 131662997X
5. HEVESI, E. – PAPP, V. – SÁNTA, SZ. – SIMON, M. – TÓTH, ZS.: Business English Practice Tests. Komárno: Selye János Egyetem, Gazdaságtudomány Kar, 2013. 187 s. ISBN 978-80-8122-070-8
6. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 4.
7. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 5.

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

English language

Notes:

Workload distribution:

active participation in seminars: 35%

preparation for seminars and mini-projects, independent study: 20%

preparation and giving a presentation: 20%					
preparation for the written assessment: 25%					
Evaluation of subjects					
Total number of evaluated students: 635					
A	B	C	D	E	FX
19.84	17.8	19.69	20.79	19.21	2.68
Teacher: Mgr. Endre Hevesi, PhD.					
Date of last update: 25.05.2024					
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: KJP/EMPdm/ CJAM2/22	Name: English language 2
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students attend the seminars and are required to work in teams on four mini-projects, for which they receive 20% of the overall score. They are also required to prepare and give a presentation in small groups for a maximum of 20% of the total points available. They write a written assessment at the end of the semester for a maximum of 60% of the total points available. A minimum of 90% of the total score is required for an "A" grade, 80% for a "B" grade, 70% for a "C" grade, 60% for a "D" grade, and 50% for an "E" grade. Students will not receive credits if they score below 50% on the end-of-semester assessment.	
Results of education: Knowledge: According to the course syllabus, the student develops the knowledge necessary for successful communication in a foreign language in a work environment in the subject areas. The student acquires knowledge of professional vocabulary and grammatical skills needed for fluent communication in a foreign language. The student masters the written and oral forms of professional and effective communication, tabular and graphical methods of data presentation in a foreign language. Skills: The student develops language skills and can use a professional foreign language at the B2 level (CEFR). Understand written professional text in the subject areas of the course syllabus in a foreign language. The student understands professional speech in the thematic areas according to the course syllabus in the foreign language. The student will conduct a conversation in a foreign language on the topics and communicative functions covered in the course syllabus (e.g. telephone conversations, the language of presentations, the language of meetings, negotiations, description of data, description of graphs and tables, description of products, development of business contacts, conversation and discussion, expression of opinions, expression of agreement and disagreement, presentation of results of analyses, etc.). The student develops skills in business correspondence.	

The student develops skills in preparing and presenting reports and professional reports in a foreign language.

The graduate can work in teams.

Competences:

The graduates can present the results of their analysis of the company's operations in a foreign language.

The graduate participates independently and responsibly in professional forums within and outside the business organisation in a foreign language.

Brief syllabus:

1. Discussion: Attitudes to change in general and at work. Building vocabulary
2. Reading: Mercedes, shining star – Financial Times
3. Language work: Words for describing change. Listening: An interview with a management consultant
4. Grammar: Past simple and present perfect
5. Managing meetings – developing skills
6. Discussion. Changes in companies that you know
7. Discussion: Talking about status within an organisation
8. Reading: A successful organisation – Financial Times
9. Language work: Words and expressions to describe company structure
10. Grammar: Noun combinations
11. Socialising: Introductions and networking
12. Presentation of course assignments
13. Test

Literature:

1. COTTON, D. – FALVEY, D. – KENT, S. Market Leader: Intermediate Business English Course Book. Pearson Education Limited, 2016. 175 s. ISBN 978-1-292-13477-2
2. ROGERS, J. Market Leader 3rd Edition Intermediate Practice File & Practice File CD Pack. Pearson Education Limited 2016, 96s. ISBN 978-1-408-23696-3
3. MURPHY, R. English Grammar in Use 5th Edition. Cambridge University Press, 2019. 390 s. ISBN 978-1-108-45765-1
4. MASCULL, B. 2018. Business Vocabulary in Use: Intermediate. 3rd ed. Cambridge University Press, 2018. 176 s. ISBN 131662997X
5. HEVESI, E. – PAPP, V. – SÁNTA, SZ. – SIMON, M. – TÓTH, ZS.: Business English Practice Tests. Komárno: Selye János Egyetem, Gazdaságtudomány Kar, 2013. 187 s. ISBN 978-80-8122-070-8
6. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 4.
7. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 5.

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

English language

Notes:

Workload distribution:

active participation in seminars: 35%

preparation for seminars and mini-projects, independent study: 20%

preparation and giving a presentation: 20%					
preparation for the written assessment: 25%					
Evaluation of subjects					
Total number of evaluated students: 625					
A	B	C	D	E	FX
16.48	20.16	23.84	18.88	18.88	1.76
Teacher: Mgr. Endre Hevesi, PhD.					
Date of last update: 25.05.2024					
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: KJP/EMPdm/ CJAM3/22	Name: English language 3
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students attend the seminars and are required to work in teams on four mini-projects, for which they receive 20% of the overall score. They are also required to prepare and give a presentation in small groups for a maximum of 20% of the total points available. They write a written assessment at the end of the semester for a maximum of 60% of the total points available. A minimum of 90% of the total score is required for an "A" grade, 80% for a "B" grade, 70% for a "C" grade, 60% for a "D" grade, and 50% for an "E" grade. Students will not receive credits if they score below 50% on the end-of-semester assessment.	
Results of education: Knowledge: According to the course syllabus, the student develops the knowledge necessary for successful communication in a foreign language in a work environment in the subject areas. The student acquires knowledge of professional vocabulary and grammatical skills needed for fluent communication in a foreign language. The student masters the written and oral forms of professional and effective communication, tabular and graphical methods of data presentation in a foreign language. Skills: The student develops language skills and can use a professional foreign language at the B2 level (CEFR). Understand written professional text in the subject areas of the course syllabus in a foreign language. The student understands professional speech in the thematic areas according to the course syllabus in the foreign language. The student will conduct a conversation in a foreign language on the topics and communicative functions covered in the course syllabus (e.g. telephone conversations, the language of presentations, the language of meetings, negotiations, description of data, description of graphs and tables, description of products, development of business contacts, conversation and discussion, expression of opinions, expression of agreement and disagreement, presentation of results of analyses, etc.). The student develops skills in business correspondence.	

The student develops skills in preparing and presenting reports and professional reports in a foreign language.

The graduate can work in teams.

Competences:

The graduates can present the results of their analysis of the company's operations in a foreign language.

The graduate participates independently and responsibly in professional forums within and outside the business organisation in a foreign language.

Brief syllabus:

1. Advertising, advertising media – vocabulary development
2. Listening: Creative advertising campaigns - discussion
3. Reading: New campaign - vocabulary, discussion
4. Grammar: Definite, indefinite article.
5. Communication: Presentations, preparing for presentation
6. Discussion – description of effective advertising campaigns
7. Banking, financial sector – vocabulary
8. Listening: Financing companies, discussion
9. Reading: "An inspirational story" - successful investors and investments, discussion
10. Figures and numbers – vocabulary development
11. Describing financial market trends - vocabulary development
12. Presentation of course assignments
13. Test

Literature:

1. COTTON, D. – FALVEY, D. – KENT, S. Market Leader: Intermediate Business English Course Book. Pearson Education Limited, 2016. 175 s. ISBN 978-1-292-13477-2
2. ROGERS, J. Market Leader 3rd Edition Intermediate Practice File & Practice File CD Pack. Pearson Education Limited 2016, 96s. ISBN 978-1-408-23696-3
3. MURPHY, R. English Grammar in Use 5th Edition. Cambridge University Press, 2019. 390 s. ISBN 978-1-108-45765-1
4. MASCULL, B. 2018. Business Vocabulary in Use: Intermediate. 3rd ed. Cambridge University Press, 2018. 176 s. ISBN 131662997X
5. HEVESI, E. – PAPP, V. – SÁNTA, SZ. – SIMON, M. – TÓTH, ZS.: Business English Practice Tests. Komárno: Selye János Egyetem, Gazdaságtudomány Kar, 2013. 187 s. ISBN 978-80-8122-070-8
6. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X 4.
7. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5 5.

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

English language

Notes:

Workload distribution:

active participation in seminars: 35%

preparation for seminars and mini-projects, independent study: 20%

preparation and giving a presentation: 20%

preparation for the written assessment: 25%					
Evaluation of subjects					
Total number of evaluated students: 568					
A	B	C	D	E	FX
13.73	17.08	22.36	22.71	23.06	1.06
Teacher: Mgr. Endre Hevesi, PhD.					
Date of last update: 25.05.2024					
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: KJP/EMPdm/ CJNM1/22	Name: German language 1
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students attend the seminars and are required to work in teams on four mini-projects, for which they receive 20% of the overall score. They are also required to prepare and give a presentation in small groups for a maximum of 20% of the total points available. They write a written assessment at the end of the semester for a maximum of 60% of the total points available. A minimum of 90% of the total score is required for an "A" grade, 80% for a "B" grade, 70% for a "C" grade, 60% for a "D" grade, and 50% for an "E" grade. Students will not receive credits if they score below 50% on the end-of-semester assessment.	
Results of education: Knowledge: According to the course syllabus, the student develops the knowledge necessary for successful communication in a foreign language in at work in the subject areas. The student acquires knowledge of professional vocabulary and grammatical skills needed for fluent communication in a foreign language. The student masters the written and oral forms of professional and effective communication, tabular and graphical methods of data presentation in a foreign language. Skills: The student develops language skills and can use a professional foreign language at the B2 level (CEFR). Understand written professional text in the subject areas of the course syllabus in a foreign language. The student understands professional speech in the thematic areas according to the course syllabus in the foreign language. The student will conduct a conversation in a foreign language on the topics and communicative functions covered in the course syllabus (e.g. telephone conversations, the language of presentations, the language of meetings, negotiations, description of data, description of graphs and tables, description of products, development of business contacts, conversation and discussion, expression of opinions, expression of agreement and disagreement, presentation of results of analyses, etc.). The student develops skills in business correspondence.	

The student develops skills in preparing and presenting reports and professional reports in a foreign language.

The graduate can work in teams.

Competences:

The graduates can present the results of their analysis of the company's operations in a foreign language.

The graduate participates independently and responsibly in professional forums within and outside the business organisation in a foreign language.

Brief syllabus:

1. Types of transport, terminology
2. Vocabulary building
3. Business vocabulary - transport, solving problems
4. Business correspondence
5. Reading comprehension - interpreting newspaper articles
6. Mini-projects
7. Business meetings, business negotiations
8. Planning transport, transport hubs
9. Business meetings
10. Business correspondence - making appointments
11. Grammar: rearranging sentences
12. Presentations
13. Test

Literature:

1. OLASZY,K.- PÁKOZDINÉ GONDA,I. Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka, 2007, 283 s. ISBN 978-963-06-3684-1
2. SÜMEGINÉ DOBRA,K.-BORGULYA,I.- SOMOGYMÁRI,M. Ziel: Wirtschaftsdeutschprüfung.[Cieľ: Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, 337 s. ISBN 963 224 678 0
3. DIENST,L. -KOLL,R. - RABOFSKI,B. Training Deutsch für den Beruf. [Tréning nemčiny pre povolanie] Hueber Verlag 2002, 176 s. ISBN 978-3-19-0072 98-9
4. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, 512 s. ISBN 3-411-70961-8
5. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar német-szlovák tematikus gazdasági szótár.(Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X
6. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s.ISBN 978-80-8122-042-5
7. NYAKAS, J.- PINTÉR, M. – KLESICS, T.: Wirtschaftsfaktor Deutsch. Lexika Tankönyvkiadó Kft. Székesfehérvár, 2018. ISBN 9786155200885
8. Zusatzmaterial [Doplňkový materiál]

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

German language

Notes:

Workload distribution:

active participation in seminars: 35%

preparation for seminars and mini-projects, independent study: 20%

preparation and giving a presentation: 20%					
preparation for the written assessment: 25%					
Evaluation of subjects					
Total number of evaluated students: 163					
A	B	C	D	E	FX
20.86	19.02	20.25	22.09	17.18	0.61
Teacher: Mgr. Lilla Fehér, PD Dr. phil. habil. Attila Mészáros					
Date of last update: 25.05.2024					
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: KJP/EMPdm/ CJNM2/22	Name: German language 2
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students attend the seminars and are required to work in teams on four mini-projects, for which they receive 20% of the overall score. They are also required to prepare and give a presentation in small groups for a maximum of 20% of the total points available. They write a written assessment at the end of the semester for a maximum of 60% of the total points available. A minimum of 90% of the total score is required for an "A" grade, 80% for a "B" grade, 70% for a "C" grade, 60% for a "D" grade, and 50% for an "E" grade. Students will not receive credits if they score below 50% on the end-of-semester assessment.	
Results of education: Knowledge: According to the course syllabus, the student develops the knowledge necessary for successful communication in a foreign language in a work environment in the subject areas. The student acquires knowledge of professional vocabulary and grammatical skills needed for fluent communication in a foreign language. The student masters the written and oral forms of professional and effective communication, tabular and graphical methods of data presentation in a foreign language. Skills: The student develops language skills and can use a professional foreign language at the B2 level (CEFR). Understand written professional text in the subject areas of the course syllabus in a foreign language. The student understands professional speech in the thematic areas according to the course syllabus in the foreign language. The student will conduct a conversation in a foreign language on the topics and communicative functions covered in the course syllabus (e.g. telephone conversations, the language of presentations, the language of meetings, negotiations, description of data, description of graphs and tables, description of products, development of business contacts, conversation and discussion, expression of opinions, expression of agreement and disagreement, presentation of results of analyses, etc.). The student develops skills in business correspondence.	

The student develops skills in preparing and presenting reports and professional reports in a foreign language.

The graduate can work in teams.

Competences:

The graduates can present the results of their analysis of the company's operations in a foreign language.

The graduate participates independently and responsibly in professional forums within and outside the business organisation in a foreign language.

Brief syllabus:

1. Tourism (Introduction, Types of tourism, Tourism and the economy)
2. Occupations related to tourism
3. Tourism and ecology
4. Grammar: Word building
5. Listening comprehension
6. Mini-projects
7. Services: travel arrangements, travel insurance
8. Reading comprehension
- 9 Grammar: Prepositions
10. Situational exercises, interpreting newspaper articles
- 11 Evaluating graphs and texts
12. Presentations
13. Tests

Literature:

Odporúčaná literatúra:

1. OLASZY, K. - PÁKOZDINÉ GONDA, I. Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka, 2007, 283 s. ISBN 978-963-06-3684-1
2. SÜMEGINÉ DOBRA, K. - BORGULYA, I. - SOMOGYMÁRI, M. Ziel: Wirtschaftsdeutschprüfung. [Ciel': Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, 337 s. ISBN 963 224 678 0
3. DIENST, L. - KOLL, R. - RABOFSKI, B. Training Deutsch für den Beruf. [Tréning nemčiny pre povolanie] Hueber Verlag 2002, 176 s. ISBN 978-3-19-0072 98-9
4. Das Lexikon der Wirtschaft. [Hospodársky lexikón] Dudenverlag 2001, 512 s. ISBN 3-411-70961-8
5. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar német-szlovák tematikus gazdasági szótár. Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X
6. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s. ISBN 978-80-8122-042-5
7. NYAKAS, J. - PINTÉR, M. – KLESICS, T.: Wirtschaftsfaktor Deutsch. Lexika Tankönyvkiadó Kft. Székesfehérvár, 2018. ISBN 9786155200885
8. Zusatzmaterial [Doplňkový materiál]

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

German language

Notes:

Workload distribution:

active participation in seminars: 35%

preparation for seminars and mini-projects, independent study: 20%

preparation and giving a presentation: 20%					
preparation for the written assessment: 25%					
Evaluation of subjects					
Total number of evaluated students: 160					
A	B	C	D	E	FX
29.38	21.25	21.88	10.63	15.63	1.25
Teacher: Mgr. Lilla Fehér, PD Dr. phil. habil. Attila Mészáros					
Date of last update: 25.05.2024					
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: KJP/EMPdm/ CJNM3/22	Name: German language 3
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students attend the seminars and are required to work in teams on four mini-projects, for which they receive 20% of the overall score. They are also required to prepare and give a presentation in small groups for a maximum of 20% of the total points available. They write a written assessment at the end of the semester for a maximum of 60% of the total points available. A minimum of 90% of the total score is required for an "A" grade, 80% for a "B" grade, 70% for a "C" grade, 60% for a "D" grade, and 50% for an "E" grade. Students will not receive credits if they score below 50% on the end-of-semester assessment.	
Results of education: Knowledge: According to the course syllabus, the student develops the knowledge necessary for successful communication in a foreign language in a work environment in the subject areas. The student acquires knowledge of professional vocabulary and grammatical skills needed for fluent communication in a foreign language. The student masters the written and oral forms of professional and effective communication, tabular and graphical methods of data presentation in a foreign language. Skills: The student develops language skills and can use a professional foreign language at the B2 level (CEFR). Understand written professional text in the subject areas of the course syllabus in a foreign language. The student understands professional speech in the thematic areas according to the course syllabus in the foreign language. The student will conduct a conversation in a foreign language on the topics and communicative functions covered in the course syllabus (e.g. telephone conversations, the language of presentations, the language of meetings, negotiations, description of data, description of graphs and tables, description of products, development of business contacts, conversation and discussion, expression of opinions, expression of agreement and disagreement, presentation of results of analyses, etc.). The student develops skills in business correspondence.	

The student develops skills in preparing and presenting reports and professional reports in a foreign language.

The graduate can work in teams.

Competences:

The graduates can present the results of their analysis of the company's operations in a foreign language.

The graduate participates independently and responsibly in professional forums within and outside the business organisation in a foreign language.

Brief syllabus:

1. Stock exchange (Introduction, Stock indices)
2. Positive and negative trends in the stock market
3. Vocabulary: basic stock market terms
- 4 Vocabulary building exercises
5. Situational exercises, interpretation of newspaper articles
- 6 Grammar: direct and indirect speech
7. Mini-projects
- 8 European Union (history of the EU, EU Institutions)
- 9 Accession criteria, currency union, European Central Bank
10. European monetary policy
11. Grammar exercises
12. Presentations
13. Tests

Literature:

1. OLASZY,K.- PÁKOZDINÉ GONDA,I. Aktuelle Wirtschaftsthemen [Aktuálne otázky v národnom hospodárstve]. Budapest: Olka, 2007, 283 s. ISBN 978-963-06-3684-1
2. SÜMEGINÉ DOBRA,K.-BORGULYA,I.- SOMOGYMÁRI,M. Ziel: Wirtschaftsdeutschprüfung.[Cieľ: Skúška z obchodnej nemčiny] Budapest: KJK- Kerszöv Jogi és Üzleti Kiadó Kft. 2002, 337 s.ISBN 963 224 678 0
3. DIENST,L. -KOLL,R. - RABOFSKI,B. Training Deutsch für den Beruf. [Tréning nemčiny pre povolanie] Hueber Verlag 2002, 176 s.ISBN 978-3-19-0072 98-9
4. Das Lexikon der Wirtschaft.[Hospodársky lexikón] Dudenverlag 2001, 512 s. ISBN 3-411-70961-8
5. DUDÁS, T. – KULCSÁR, ZS. – PISON, E. – SÁNTA, SZ. – SIMON, M. Angol-magyar-német-szlovák tematikus gazdasági szótár. (Anglicko-maďarsko-nemecko-slovenský tematický ekonomický slovník) Komárno: Pont Intézet, 2007. 181 s. ISSN 1336-135X
6. DUDÁS, T. – KULCSÁR, ZS. – SÁNTA, SZ. – SIMON, M. Tematikus gazdasági szótár I. (Tematický ekonomický slovník) Komárno: Selye János Egyetem, Gazdaságtudományi Kar, 2012. 216 s.ISBN 978-80-8122-042-5
7. NYAKAS, J.- PINTÉR, M. – KLESICS, T.: Wirtschaftsfaktor Deutsch. Lexika Tankönyvkiadó Kft. Székesfehérvár, 2018. ISBN 9786155200885
8. Zusatzmaterial [Doplňkový materiál]

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

German language

Notes:

Workload distribution:

active participation in seminars: 35%

preparation for seminars and mini-projects, independent study: 20%

preparation and giving a presentation: 20%					
preparation for the written assessment: 25%					
Evaluation of subjects					
Total number of evaluated students: 137					
A	B	C	D	E	FX
16.79	13.14	22.63	17.52	28.47	1.46
Teacher: Mgr. Lilla Fehér, PD Dr. phil. habil. Attila Mészáros					
Date of last update: 25.05.2024					
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/EMPdm/ CON/22	Name: Controlling
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Students write written test for 70 points and students will individually solve practical task for 30 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. Students have to collect min. 35 scores from test. In other cases students will not have any credits.	
Results of education: The aim of the subject is to provide students with the theoretical knowledge and expand their practical skills linked with controlling particularly in the business unit. After completing the course students will know the essence and principles of formation and functioning of the controlling system, as well as the scope of controllers at different levels of management. Knowledge, skills and competences are developed: Knowledge Understands the structure, functioning and system of business relations, the environmental factors that determine the behavior of companies, the information and motivational factor of economic decisions. He masters the methods of evaluating the current position of companies on the basis of expertly based analyzes, taking into account the internal conditions and external characteristics of the environment. He knows the methods of evaluating sources of financing and methods of analyzing the financial return needed to implement development (change). Skills Formulates independent new conclusions, original ideas and solutions, is able to apply demanding methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. The graduate is able to recognize the system of relationships and interactions in the management of the company, evaluate the factors affecting the profitability of the company according to their current significance. It systematizes and critically analyzes professional sources and data using information and communication tools. He will prepare an individual opinion based on his own analysis, he will be able to present it and also represent it in discussions.	

Competences

Independently selects and applies relevant methods of problem solving in areas important in terms of organizational policy, strategy and management, independently performs economic analyzes and consulting tasks. It independently plans the functional areas of the company, development of strategies, organizational processes, cooperation of employees inside and outside the organization.

It analyzes and evaluates the experience of the company's operation, it is responsible for the fact that the results obtained in the analyzes and practical procedures also depend on the chosen method.

Brief syllabus:

1. Introduction to controlling. Controlling and controller. The application of controlling in economic practice.
2. The concept of controlling and its role, the position of the controller in the enterprise.
3. The phases and steps leading to the formation of the controlling system.
4. The integration of the controlling into corporate hierarchy, linear and matrix organizational model.
5. Strategic controlling and Balanced Scorecard.
6. Managerial accounting, financial accounting and controlling – mutual relations.
7. Costs and their classification, the analysis of the evolution of costs and cost forecasting. Break even point.
8. The information and the phases of guaranteeing the information needs of the employees.
9. The use of information systems for the controlling purposes.
10. Key performance indicators and systems of indicators.
11. The control and reporting.
12. The legislative framework and controlling. Sarbanes Oxley Act. Corporate codes.
13. Controlling trends.

Literature:

1. MANUYLENK, V., V., SHEBZUKHOVA, A., M.: Theory for Financial Controlling in Corporations in the Modern Environment, 2021, Universal Journal of Accounting and Finance Vol 9, No. 4, ISSN: 2331-9720 pp. 773-782.
Link: <https://www.hrpub.org/download/20210830/UJAF23-12224347.pdf>
2. ESCHENBACH, R. – SILLER, H. Profesionální controlling. Koncepce a nástroje. Česká republika: Vydavatelství Wolters Kluwer, 2012. 396 s. ISBN 9788073579180
3. PREIßNER, A.: Praxiswissen Controlling. München: Carl Hanser Verlag, 2008. 469 s. ISBN 978-3-446-41235-4
4. HORVÁTH & PARTNERS: Controlling. Út egy hatékony controllingrendszerhez. Budapest: Complex Kiadó, 2009. 288 o. ISBN 978-963-224-940-7
5. KÖRMENDI, L. – TÓTH, A.: A controlling alapjai. Budapest: Saldo, 2011. 218 o. ISBN 9789636383824
6. Oficiálny kontrolingový portál. www.controllingportal.hu [online] 2013.

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

Hungarian Language

Notes:

Distribution of student workload:

55% load - participation in lectures, preparation for exam, tasks

45% load - scientific literature study, hearing of professional online courses

Evaluation of subjects

Total number of evaluated students: 502

A	B	C	D	E	FX
29.68	20.52	19.32	11.75	17.73	1.0
Teacher: PhDr. Imrich Antalík, PhD., Mgr. Tibor Zsigmond, PhD.					
Date of last update: 20.05.2024					
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/EMPdm/ DPS/22	Name: Taxation of Business Entities
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The assessment and completion of the course consists of 4 parts, those being continuous assessments, individual seminar paper, active participation in seminars and final examination. Continuous assessment (20 points): to successfully pass the course, it is necessary that, based on a certain part of materials studied during the semester, the students can gain a comprehensive overview of the acquired knowledge through partial examinations. The continuous assessment is realised through a written examination four times during the semester, after studying the syllabus chapters determined in advance; maximum 10 points may be gained in each of them (total 20 points per semester for two continuous written assessments). Active participation in seminars (10 points): participation in at least 10 seminars during the semester is a condition for receiving active participation points. It is possible to receive the maximum of 10 points during these seminars by active approach to solving practical assignments related to the material and issues studied. Semester paper (20 points): The semester paper is done individually; the subject matter of the individual semester papers is substantively focused on the comparison of the current legislation regarding a selected tax from the taxes in force in the Slovak Republic and the current legislation regarding a selected tax from the taxes in force in Hungary. Students may opt for any alternative types of taxes but also for other member state of the European Union instead of Hungary. The semester paper is done in writing in the scope of 5–10 pages, continuously during the semester. Mandatory components of the semester paper: – A short description of the current legislation regarding a selected tax in the Slovak Republic. – A short description of the current legislation regarding a selected tax in Hungary (other member state of the European Union). – Comparison of basic tax elements of a selected tax in the Slovak Republic and Hungary (other member state of the European Union). Assessment criteria: – description of the current legislation regarding a selected tax in the Slovak Republic(4 points), – description of the current legislation regarding a selected tax in Hungary (other member state of the European Union)(4 points),	

- comparison of basic tax elements of a selected tax in the Slovak Republic and Hungary (other member state of the European Union (9 points),
- sophistication of the content and form (3 points).

Final assessment (50 points): to successfully pass the course, it is necessary to pass the written final examination comprised of theoretical questions and practical accounting problems. To pass the written examination successfully, it is necessary to receive at least 25 points from the maximum number of 50 points (excluding the points received from continuous assessment, active participation in seminars and semester paper). A student who fails to achieve at least 30 points in the written test, i.e. examination, will be awarded the grade FX – Insufficient.

Results of education:

Knowledge:

The student who has passed the Corporate Taxescourse builds on the basic knowledge from the Taxation Basics course. The student possesses extended knowledge from the field of taxation of natural persons and legal entities in the Slovak Republic. The student will understand the basic principles of selected types of taxes, as well as interrelations between taxing of natural person in terms of the type of income. The student will acquire theoretical knowledge in the field of tax issues and will demonstrate practical knowledge when solving individual assignments focused on calculation of selected tax liabilities of natural persons and legal entities. By passing the course, the student will be able to interpret the content of the individual tax returns of basic types of taxes in force in the Slovak Republic, thereby building especially on the knowledge acquired in the course Taxation Basics.

Skills:

Having successfully passed the course, the student:

- can calculate the amount of tax advance and the amount of net salary of a natural person,
- can calculate the all-year taxation liability of a natural person,
- can calculate the all-year taxation liability of a natural person which has income under Section 6 or 7 and 8 of the Act on Income Tax,
- knows the procedures and methodology of adjusting the profit or loss of a legal entity based on the tax levied to the legal entity and the procedure for reducing the tax base by deducing the tax loss incurred in previous tax periods,
- can calculate the basic relationship between a VAT payer (excessive deduction or tax liability) and the state budget of the Slovak Republic based on a definition of received and performed taxable transactions.

Competencies:

Having successfully passed the course, the student:

- has necessary skills in calculating the amount of tax advance of a natural person,
- can calculate the amount of net salary of an employee, the amount of social security contributions and advances for public medical insurance,
- can fill in the A-type tax return,
- is skilled in calculating the tax base of the legal entity's profit or loss,
- can fill in the basic lines of the VAT return.

Brief syllabus:

1. Classification of taxes in the Slovak Republic, SR tax system
2. Administration of taxes and fees
3. Income tax of natural persons – income classification, employment
4. Income tax of natural persons – income from business, from other self-employment activity, from the lease and use of the artistic performance
5. Income tax of natural persons – capital and other income

6. Income tax of natural persons – annual tax clearing and settlement
7. Income tax of legal entities –subject and object of the tax, means of payment and levies
8. Income tax of legal entities – tax base, tax expenses in relation to tax base, transformation of the accounting economic result to the tax base
9. Value added tax – the principle of tax operation and basic principles of intra-community supply of goods and services.
10. Value added tax – subject and object of the tax, place of taxable trade, formation of tax liability, tax base and tax rate, exempt taxable trade, tax depreciation, means of payment and levies
11. Characteristics and definition of excise taxes
12. Characteristics and definition of local taxes
13. Final revision

Literature:

SCHULTZOVÁ, A. Daňovníctvo. Bratislava: Wolters Kluwer, 2021. 400 s. ISBN 978-80-7552-509-3.

BOJŇANSKÝ, J. – KRAJČÍROVÁ, R. – FERENCZI VAŇOVÁ, A. (2017). Dane podnikateľských subjektov. 2. vyd. Nitra : Slovenská poľnohospodárska univerzita, 252 s. ISBN978-80-552-1670-6.

CSÁSZÁR, Z. – CSÁTALJAY, Zs. – EGRI-RETEZI, K. – FUTÓ, G. – HORVÁTHNÉ SZABÓ, R. – KOVÁCS, F. Adózás 2021. Budapest: Vezinfó Kiadó, 2021. 224. s. ISBN 9786155085864
SZÉLES, Zsuzsanna: Vállalati adózás. Gödöllő: Szent István Egyetemi Kiadó, 2011. 96 s.

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

Slovak language

Notes:

Distribution of students' workload:

- 60% workload - participation in lectures, preparation for the exam,
- 40% workload - preparation for seminars, preparation of semester work.

Evaluation of subjects

Total number of evaluated students: 535

A	B	C	D	E	FX
20.75	15.33	18.32	17.38	25.23	2.99

Teacher: Ing. Norbert Gyurián, PhD.

Date of last update: 20.05.2024

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/EMPdm/ EM/22	Name: Event marketing
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 2., 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student assessment consists of three parts, a group seminar work (30 points), the group elaboration of the presentation (40 points) and a final exam (30 points). Method of examination - exam. A minimum of 90 points is required for grade "A", a minimum of 80 points for grade "B", a minimum of 70 points for grade "C", a minimum of 60 points for grade "D" and a minimum of 50 points for grade "E".	
Results of education: Knowledge Knows the basic concepts, facts, main characteristics and contexts of agricultural production and the economy of agriculture as a whole, the relevant actors in the economy of agriculture, functions and processes at the domestic and international level. Knows and understands basic and comprehensive concepts, theories, characteristics and contexts and research direction of business development. Understands the structure, functioning and system of business relations, environmental factors that determine the behavior of enterprises, an information and motivating factor in economic decisions.	
Skill Formulates separate new conclusions, original ideas and solutions, can apply challenging methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. He will prepare an individual opinion based on his own analysis, he can present it and so on represent in discussions.	
Competences Independently selects and applies relevant methods of problem solving in areas important from in terms of organizational policy, strategy and management, independently performs economic analyzes and consulting tasks. He takes responsibility for his work, the organization / business he manages, the employees and relationships with partners His work is characterized by independent and responsible consideration and takes into account economic and non-economic implications in the formulation of technical issues.	

Brief syllabus:

1. Development and formation of marketing communication
2. Marketing communication tools
3. Corporate PR activity
4. The concept of company, brand, product
5. Categorization of events
6. Defining the concept of event marketing, its development in the market environment
7. The relationship between event marketing and other elements of the communication mix
8. Goals of event marketing
9. Characteristics of event marketing - positive
10. Characteristics of event marketing - negative
11. Segmentation, selection of target group
12. Measuring the effectiveness of event marketing
13. Presentations

Literature:

1. KOTLER Philip: Marketingmenedzsment. - 1. vyd. dotlač. - Budapest : Akadémia Kiadó, 2017. - 893 s. - ISBN 978 963 05 9251 2.
2. BAUER András: Marketingkommunikáció : Stratégia, új média, fogyasztói részvétel. - 1. vyd. - Budapest : Akadémiai Kiadó, 2013. - 437 s. - ISBN 978 963 05 9342 7.
3. ALLEN J: A rendezvényszervezés nagykönyve, Akadémiai Kiadó, 2010. 375p
4. FAZEKAS I, HARSÁNYI D: Marketingkommunikáció érthetően, Szókratész, Budapest, 2011, 404p

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

Hungarian language

Notes:

Distribution of student workload:

40% load - lectures, seminars and exam preparation

60% load - group seminar work during the semester, elaboration of a presentation, written final exam

Evaluation of subjects

Total number of evaluated students: 7

a	n
85.71	14.29

Teacher: Dr. habil. Ing. Renáta Hajabác Machová, PhD., Mgr. Vanessza Bölcsová

Date of last update: 20.05.2024

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/EMPdm/EP/22	Name: Economics of Enterprise
Types, range and methods of educational activities: Form of study: Recommended extent of course (in hours): Per week: For the study period: Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Level of study: II.	
Prerequisites: KM/EMPdm/MKV/22 and KM/EMPdm/MPO/22 and KM/EMPdm/SMN/22 and KM/EMPdm/FMN/22 and KM/EMPdm/ISP/22 and KM/EMPdm/MAS/22 and KM/EMPdm/MMLZ/22 and KM/EMPdm/SPO/22 and KM/EMPdm/CON/22 and KM/EMPdm/FIA/22 and KM/EMPdm/OMP/22 and KM/EMPdm/LOG/22 and KM/EMPdm/ODP/22 and KM/EMPdm/OSP/22 and KM/EMPdm/ORS/22	
Conditions for passing the subject: At the oral state exam, the student demonstrates knowledge and skills in his / her field, including interdisciplinary ties and reflections on the development of relevant scientific disciplines, in accordance with the required and The state exam is realized in the form of a colloquium in front of the state exam commission and the student will be evaluated on the classification scale A to FX. The mark will be included in the overall evaluation of the state exam. The evaluation based on the oral examination will be carried out according to the classification scale: A - 100 - 91%, B - 90 - 81%, C - 80 - 71%, D - 70 - 61%, E - 60 - 50%. Credits will not be awarded to a student who does not reach 50%. The decision on the result will be announced publicly by the chairman of the commission.	
Results of education: Knowledge: -student has acquired knowledge of the areas presented in the compulsory and profile subjects of the study program, -student can define and interpret the basic concepts in their own words, explain and describe the basic processes, describe and apply research methods from the areas listed in the brief syllabus, -student can analyze and evaluate the current state of scientific knowledge in their field, Skills: -student can present their professional knowledge, -student can pass on knowledge, -student can synthesize and apply the acquired theoretical knowledge in practice, -student can adequately choose procedures for solving professional problems and functionally apply them, -student formulates independent new conclusions, original ideas and solutions, can apply demanding methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture, -student has developed skills independently Competences: -student can show his language and professional culture in the oral exam, -student can use the acquired knowledge in broader contexts, -student can implement and synthesize the acquired knowledge in practice, -student can creatively use knowledge in solving assigned tasks,	

analyze a problem and synthesize a new solution, - the student is able to answer the questions of the commission at the required level.					
Brief syllabus: Themes: 1. Controlling 2. Logistics 3. Marketing Strategy 4. Taxation of Business Entities 5. Financial Analysis					
Literature: Recommended literature can be found in the information sheets of topics / subjects of the state exam.					
Language, knowledge of which is necessary to complete a course: Hungarian language and slovak language					
Notes: Student workload: 90% - home preparation for the state exam, 10% - participation in the state exam					
Evaluation of subjects Total number of evaluated students: 488					
A	B	C	D	E	FX
45.08	23.16	17.21	8.4	6.15	0.0
Teacher:					
Date of last update: 20.05.2024					
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/EMPdm/ FIA/22	Name: Financial Analysis
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Semester work (30 points), written exam (70 points). To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: Learning outcomes: The aim of the course is to acquaint students with two relevant areas of business practice, financial analysis and financial planning. After completing the course, the student masters the nature, importance and methodology of financial analysis and business plan development as a key tool in efforts to achieve the set goals. methods of evaluation of financing sources and methods of financial return analysis needed for the implementation of development (changes) Masters modern, theoretically demanding mathematical-statistical, econometric and modeling methods of recognizing, formulating and solving problems and recognizes their shortcomings. , can apply demanding methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. The graduate can recognize the system of relationships and interactions Evaluate the factors affecting the profitability of the company according to their current importance. It will develop an individual opinion based on its own analysis, can present and represent it in discussions. Competences and independently performs economic analysis and consulting tasks.It independently plans the functional areas of the company, strategy development, organizational processes, cooperation of employees inside and outside the organization.Analyzes and evaluates the experience of the company, responsible for the results obtained in analyzes and practical procedures also depend on the method chosen.	
Brief syllabus: 1. Introduction to financial analysis. Course description. 2. Analysis of the financial situation of the company 3. The importance of financial analysis, outputs and outcomes 4. Input and output elements of the financial analysis 5. Tools and methods of financial analysis	

6. The process of financial analysis
7. The results of the financial analysis, interpretation
8. Corporate Planning. Introduction to the problem.
9. Time dimension and Corporate Planning
10. The structure of the business plan
11. Methods and techniques in the planning process
12. A concrete business plan
13. Control of the fulfillment of plans, re-design.

Literature:

1. ZALAI, K. a kol. Finančno-ekonomická analýza podniku. Bratislava: Sprint dva. 2010. 448 s. ISBN 978-80-89393-15-2
2. KRÁLOVIČ, J. Finančné plánovanie podniku. Bratislava: Sprint dva. 2010. 208 s. ISBN 978-80-89393-20-6
3. ŠLOSÁROVÁ, A. a kol. Analýza účtovnej závierky. Bratislava: Iura Edition. 2006. 478 s. ISBN 80-8078-070-6
4. GIBSON, H. CH. Financial Reporting & Analysis. USA: Cengage Learning. 2010. 640 s. ISBN 978-1-4390-8086-3

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

hungarian language

Notes:

Student workload distribution:

50% workload - participation in lectures and preparation for the exam

50% workload - participation in seminars and preparation of the dissertation for submission

Evaluation of subjects

Total number of evaluated students: 510

A	B	C	D	E	FX
10.98	27.06	20.39	20.59	20.78	0.2

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

Date of last update: 20.05.2024

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/EMPdm/ FIM/22	Name: Financial Markets and Investments
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester: two written tests. In the exam period: written exam. Final evaluation: sum of points obtained from two tests and from the exam. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B“ students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: The aim of the course is for students to gain knowledge about financial markets and investment opportunities, to get to know the concepts, actors and contexts. The student contributes to the characteristics of the money, capital and foreign exchange markets. • Understands the structure and functioning of economic organizations and the system of their relations in the domestic and international environment, their information and motivation factors, especially with regard to the institutional environment. • After gaining practical knowledge and experience, he manages a medium and large company, a complex organizational unit, performs a complex economic function in the business organization, plans and manages complex management processes, manages resources. Competences: • Independently establishes, organizes and manages a larger company or a larger organization or organizational unit • His work is characterized by independent and responsible consideration and consideration of economic and non-economic consequences in formulating professional issues.	
Brief syllabus: 1. Financial market characteristics 2. Types and characteristics of financial instruments 3. Risk-return relationship, types of risks, investors and risk 4. Yield calculation, portfolios, portfolios yield. 5. Bonds. Types and pricing. 6. Shares. types of shares, rights issue process, shareholder rights. 7. „Financial markets in practice. Trading in the financial markets, trading systems. 8. Fundamental analysis, comparative evaluations. 9. Fundamental analysis. Free cash flow methods (FCFF, FCFE, APV and EVA method)	

10. Technical analysis. technical analysis tools.
11. Technical analysis - Indicators, Fibonacci series.
12. The foreign exchange market. Factors influencing the exchange rate.
13. Derivatives (options, futures/forward transactions, swap transactions).

Literature:

1. ANTALÍK I. Pénzügyi piacok és befektetések. 1. vyd. - Komárno : Univerzita J. Selyeho, 2016. - 100 s. - ISBN 978-80-8122-181-1.
2. BODIE, Z. – KANE, A. – MARCUS, A. J. Befektetések.(Investície) Budapest: Aula Kiadó, 2005, 1144 s. ISBN 963 9585 42 4
3. DAMODARAN, A. A befektetések értékelése. (Hodnotenie investícií) Budapest: Panem
4. Könyvkiadó, 2006, 1080 s. ISBN 9635454554
5. KOHN, M. Bank- és pénzügyek, pénzügyi piacok. (Banky a peniaze, peňažné trhy) Budapest: Osiris Kiadó, 2007, 1059 s. ISBN 9633894352
6. CHOVANCOVÁ B. a kol. Analýzy na akciových - 1. vyd. - Bratislava : Wolters Kluwer, 2017. - 344 s. - ISBN 978-80-7552-796-7.
7. MARKOVIČ, P. a kol. Manažment finančných rizík podniku. Bratislava: Iura Edition, 2007,383 s. ISBN 978-80-8078-132-3
8. HRVOLOVÁ, B. a kol. Analýza finančných trhov. Bratislava: Sprint, 2006, 564 s. ISBN80-89085-59-8

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

hungarian language

Notes:

35% - attendance at lectures

65% - study of professional literature, preparation for written exams and exam

Evaluation of subjects

Total number of evaluated students: 187

A	B	C	D	E	FX
17.11	14.44	25.13	19.25	23.53	0.53

Teacher: PhDr. Imrich Antalík, PhD.

Date of last update: 20.05.2024

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/EMPdm/ FMN/22	Name: Financial Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester the students write written tests for 70 points and students will individually solve practical task for 30 points. To obtain grade „A“ students have to obtain minimum 90% of the total score, to obtain grade „B” students have to obtain 80% of the total score, to obtain grade „C“ students have to obtain 70% of the total score, to obtain grade „D“ students have to obtain 60% of the total score, to obtain grade „E“ students have to obtain 50% of the total score. There is no credit for the subject if a student obtains less than 50%. Students have to collect min. 35 scores from test. In other cases students will not have any credits.	
Results of education: The aim of the subject is to deepen and expand the knowledge of students, which can be applied in the practical management of the financial processes in a wider range. The attention is mostly given to the financial planning, to optimization of the capital structure, to financial investment and financial risks, to financing, as well as to the company payment system. The aim of the subject is to deepen and expand the knowledge of students, which can be applied in the practical management of the financial processes in a wider range. The attention is mostly given to the financial planning, to optimization of the capital structure, to financial investment and financial risks, to financing, as well as to the company payment system. Knowledge, skills and competences are developed: Knowledge Knows methods of evaluating sources of financing and methods of financial return analysis needed for the implementation of development (change) Masters the methods of evaluating the current position of companies based on expert analysis, taking into account internal conditions and external characteristics of the environment. He has extensive managerial and organizational knowledge. Skills Absolvent can recognize the system of relationships and interactions in the management of the company, evaluate the factors affecting the profitability of the company according to their current significance. It systematizes and critically analyzes professional sources and data using information and communication tools. He will prepare an individual opinion based on his own analysis, he will be able to present it and also represent it in discussions. Competences	

Analyzes and evaluates the experience of the company's operation, is responsible for the fact that the results obtained in the analysis and practical procedures also depend on the chosen method. solves problems in areas important in terms of organizational policy, strategy and management, independently performs economic analysis and consulting tasks.

Brief syllabus:

1. Introduction to financial management. Financial manager.
2. Financial planning in the company. Financial plan and its structure. The methods of making the financial plan.
3. The capital structure of the company. Optimization of the capital structure. Theories of capital structure.
4. Financial investment, risk, return and liquidity. Quantification of risk and return. The investment strategies.
5. The correlation analysis and the modern portfolio theory. Correlation matrix, covariance matrix, standard deviation and the setting of weights in the creation of effective portfolio.
6. Capital asset pricing model and the security market line.
7. Financial risks management. The risk quantification.
8. Basel II, its concept and methods applicable for determining capital requirements.
9. Quick assets management. Baumol model. Miller-Orr model.
10. The payment system of the company.
11. Evaluation of the effectiveness of investment projects by means of the decision-making trees.
12. Alternative sources of company financing. Private equity market. Venture capital funds and business angels in the Slovak republic.
13. Trends in financial management.

Literature:

1. APTE, P.G. - KAPSHE, S. International Financial Management. McGraw Hill Education India, 2020. ISBN 978-93- 90113-25-5
Link https://books.google.sk/books?hl=en&lr=&id=Dz7oDwAAQBAJ&oi=fnd&pg=PR1&dq=financial+management,+book&ots=26Vbabrfl1&sig=50UFNIL4YLAQp7gMtELfGNVhBAU&redir_esc=y#v=onepage&q=financial%20management%2C%20book&f=false
2. KRÁĽOVIČ, J. – VLACHYNSKÝ, K. Finančný manažment. Bratislava: Iura Edition, 2011. 468 s. ISBN 978-80-8078-356-3
3. KRÁĽOVIČ, J. – POLEDNÁKOVÁ, A. – SOCHOR, M. – VLACHYNSKÝ, K. Finančný manažment – zberka príkladov. Bratislava: Iura Edition, 2011. 236 s. ISBN 978-80-8078-431-7
4. BRIGHAM, F. E. – EHRHARDT, C.M.: Financial management: Theory and practice. Mason, Ohio: South-Western; Andover: Cengage Learning, 2013. 1167 s. ISBN 978-1-111-97220-2
5. CUMMING, J. D. – JOHAN, A. S. Venture Capital and Private Equity Contracting. An International Perspective. USA: Elsevier Inc., 2009. 770 p. ISBN 978-0-12-198581-3
6. TARULLO, K. D. Banking on Basel. The Future of International Financial Regulation. Washington, DC: Peterson Institute for International Economics, 2008. 310 p. ISBN 9780881324235
7. IVÁNNÉ, I. Vállalkozások pénzügyi alapjai. Budapest: Saldo, 2009. 244 o. ISBN 978-963-638-326-8
8. BREALEY, A. R. – MYERS, C. S. Modern vállalati pénzügyek. Budapest: Panem Könyvkiadó, 2005. 1176 o. ISBN 978-963-5454228

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

Hungarian Language

Notes:

Distribution of student workload:

55% load - participation in lectures, preparation for exam

45% load - scientific literature study, hearing of professional online courses

Evaluation of subjects

Total number of evaluated students: 549

A	B	C	D	E	FX
25.68	18.58	23.68	13.48	16.03	2.55

Teacher: prof. Ing. Vladimír Gazda, PhD., PhDr. Imrich Antalík, PhD., Mgr. János Mészáros

Date of last update: 20.05.2024

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/EMPdm/ FMV/22	Name: Financial Management - calculations
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1., 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Students solve individual practical tasks mainly in Excel. There is no credit for the subject if a student obtains less than 50%.	
Results of education: The aim of the course is to deepen and expand students' knowledge applicable in the practical level of management of a wider range of financial processes, especially in the field of various calculations. Knowledge, skills and competences are developed: Knowledge Knows methods of evaluating sources of financing and methods of financial return analysis needed for the implementation of development (change) Masters the methods of evaluating the current position of companies based on expert analysis, taking into account internal conditions and external characteristics of the environment. He has extensive managerial and organizational knowledge. Skills Absolvent can recognize the system of relationships and interactions in the management of the company, evaluate the factors affecting the profitability of the company according to their current significance. It systematizes and critically analyzes professional sources and data using information and communication tools. He will prepare an individual opinion based on his own analysis, he will be able to present it and also represent it in discussions. Competences Analyzes and evaluates the experience of the company's operation, is responsible for the fact that the results obtained in the analysis and practical procedures also depend on the chosen method. solves problems in areas important in terms of organizational policy, strategy and management, independently performs economic analysis and consulting tasks.	
Brief syllabus: 1. Requirements for passing the subject. 2. Introduction to calculations in financial management. 3. Research methods applicable in the field of financial management. 4. Primary, secondary data.	

5. Drawing and processing of data from international databases OECD, World Bank, Eurostat.
6. Modus, median.
7. Skewness, kurtosis.
8. Histogram in Excel.
9. Correlation analysis, correlation matrix.
10. Standard deviation in manager's calculations.
11. Decision trees, their construction, structure, calculations.
12. Selected financial functions in Excel.
13. Trends in financial management.

Literature:

1. APTE, P.G. - KAPSHE, S. International Financial Management. McGraw Hill Education India, 2020. ISBN 978-93- 90113-25-5
2. KRÁĽOVIČ, J. – VLACHYNSKÝ, K. Finančný manažment. Bratislava: Iura Edition, 2011. 468 s. ISBN 978-80-8078-356-3
3. KRÁĽOVIČ, J. – POLEDNÁKOVÁ, A. – SOCHOR, M. – VLACHYNSKÝ, K. Finančný manažment – zberka príkladov. Bratislava: Iura Edition, 2011. 236 s. ISBN 978-80-8078-431-7
4. BRIGHAM, F. E. – EHRHARDT, C.M.: Financial management: Theory and practice. Mason, Ohio: South-Western; Andover: Cengage Learning, 2013. 1167 s. ISBN 978-1-111-97220-2
5. CUMMING, J. D. – JOHAN, A. S. Venture Capital and Private Equity Contracting. An International Perspective. USA: Elsevier Inc., 2009. 770 p. ISBN 978-0-12-198581-3
6. TARULLO, K. D. Banking on Basel. The Future of International Financial Regulation. Washington, DC: Peterson Institute for International Economics, 2008. 310 p. ISBN 9780881324235
7. Zéman, Z. – Béhm, I. A pénzügyi menedzsment control elemzési eszköztára. Budapest: Akadémia Kiadó, 2016. 396 o. ISBN 9789630597746
8. IVÁNNÉ, I. Vállalkozások pénzügyi alapjai. Budapest: Saldo, 2009. 244 o. ISBN 978-963-638-326-8
9. BREALEY, A. R. – MYERS, C. S. Modern vállalati pénzügyek. Budapest: Panem Könyvkiadó, 2005. 1176 o. ISBN 978-963-5454228

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

Hungarian language

Notes:

Distribution of student workload:
 70% load - participation in lectures, tasks
 30% load - scientific literature study

Evaluation of subjects

Total number of evaluated students: 2

a	n
100.0	0.0

Teacher: prof. Ing. Vladimír Gazda, PhD.

Date of last update: 20.05.2024

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/EMPdm/ FTV/22	Name: Financial Markets - calculations
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student prepares and gives a presentation on a predetermined topic. 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 aim of the course is for students to get acquainted with the functioning of financial markets, gain knowledge about investment opportunities, get to know their characteristics, advantages and disadvantages. During the course, methods of evaluation of individual financial instruments are presented, students will learn their application using examples, they will also get acquainted with the barriers of individual methods. The course contributes to the acquisition of the following elements of knowledge theoretically demanding mathematical-statistical, econometric and modeling methods of recognizing, formulating and solving problems and also knows their shortcomings • Knows methods of evaluating funding sources and methods of financial return analysis needed for development (change) Skills: • Systematizes and critically analyzes professional resources and • Elaborates an individual opinion based on his / her own analysis, is able to present it and also represent it in discussions. Competences: • Lectures independently and leads debates. He independently and responsibly participates in the work of professional forums within and outside the business organization.	
Brief syllabus: 1. Introduction to the subject. Calculation of present value, future value 2. Nominal and effective interest rate, yield curve 3. Evaluation of special cash flows 4. Bonds - types of bonds, valuation 5. Bonds - calculation of returns, risks 6. Shares - types of shares, valuation, calculation of income 7. Relationships between risk and return, capital asset pricing model (CAPM) 8. Fundamental analysis - property approach, comparative approach 9. Fundamental analysis - revenue approach 10. Technical analysis of financial instruments	

- 11. Derivatives - Options
- 12. Derivatives - futures / forward transactions
- 13. Foreign exchange market

Literature:

1. ANTALÍK I. Pénzügyi piacok és befektetések. 1. vyd. - Komárno : Univerzita J. Selyeho, 2016. - 100 s. - ISBN 978-80-8122-181-1.
2. BODIE, Z. – KANE, A. – MARCUS, A. J. Befektetések.(Investíció) Budapest: Aula Kiadó, 2005, 1144 s. ISBN 963 9585 42 4
3. DAMODARAN, A. A befektetések értékelése. (Hodnotenie investícií) Budapest: Panem Könyvkiadó, 2006, 1080 s. ISBN 9635454554
4. KECSKEMÉTI I.: Tőzsdei befektetések a technikai elemzés segítségével, Budapest: Kecskeméti és tsa. Bt., 2006
5. COPELAND-KOLLER-MURRIN: Vállalatértékelés, Budapest: Panem&Wiley, 1999
6. KOHN, M. Bank- és pénzügyek, pénzügyi piacok. (Banky a peniaze, peňazné trhy) Budapest: Osiris Kiadó, 2007, 1059 s. ISBN 9633894352
7. CHOVANCOVÁ B. a kol. Analýzy na akciových - 1. vyd. - Bratislava : Wolters Kluwer, 2017. - 344 s. - ISBN 978-80-7552-796-7.
8. MARKOVIČ, P. a kol. Manažment finančných rizík podniku. Bratislava: Iura Edition, 2007,383 s. ISBN 978-80-8078-132-3
9. HRVOĽOVÁ, B. a kol. Analýza finančných trhov. Bratislava: Sprint, 2006, 564 s. ISBN80-89085-59-8

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

Hungarian language

Notes:

20% - class attendance

80% - preparation for the presentation, presentation of the topic

Evaluation of subjects

Total number of evaluated students: 0

a	n
0.0	0.0

Teacher: PhDr. Imrich Antalík, PhD.

Date of last update: 20.05.2024

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/EMPdm/ ISP/22	Name: Company Information Systems
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Semester work 50% and exam 50%. To obtain grade „A“ students have to obtain minimum 90% average of the total score, to obtain grade „B“ students have to obtain 80% average of the total score, to obtain grade „C“ students have to obtain 70% average of the total score, to obtain grade „D“ students have to obtain 60% average of the total score, to obtain grade „E“ students have to obtain 50% average of the total score. There is no credit for the subject if a student obtains less than 50%.	
Results of education: Learning outcomes - knowledge: • The student is familiar with the use of IS / IT in the corporate sector in the performance of managerial functions at all levels of management. • Recognizes the principle of working with information systems and is familiar with their construction. Educational outcomes - skills: • After completing the course, the student is able to participate in the work process and can understand the work process in the context of working in information systems. in information systems, take responsibility for their use and work in a team • Can apply theoretical knowledge in practice. Results of education - competencies: • The student will be able to work independently in information systems within the corporate sphere. work.	
Brief syllabus: 1. Beginning. The increasing role of information management 2. IS IT and information systems. 3. Systematic approach to problem solving 4. The development of information systems. 5. Data and information protection information 6. Databases 7. Globalization, impact of ICT on organizations and organizational structures 8. Integrated systems management company 9. SAP R / 3 10. E-business 11. Integrated business information system 12. Business Intelligence 13. The strategic role of information systems	

Literature:

1. BASL, J. Podnikové informační systémy: Podnik v informační společnosti 1. vyd. Praha: Grada Publishing, 2002. 142 s. ISBN 80- 247-0214-2
2. BASL, J. – BLAŽÍČEK, R. Podnikové informační systémy: Podnik v informační společnosti. vyd. Praha: Grada Publishing, 2013. 323 s. ISBN 978 80 247 4307 3
3. GÁLA, L. – POUR, J. – ŠEDIVÁ, Z.: Podniková informatika: Grada Publishing, 2009. 496 s. ISBN978-80-247-2615-1.
4. JUHÁSZ, S. Vállalati információs rendszerek műszaki alapjai. Bicske: SZAK kiadó, 2011. 506s. ISBN: 978-963-9863-22-4.
5. KOKLES, M.-ROMANOVÁ, A. Informačný vek. Bratislava: Sprint vfra, 2002. 305s. ISBN 80 89085 09 1.
6. SÁNTÁNÉ, E. – BIRÓ, M. – GÁBOR, A. – KŐ, A. – LOVRICS, L.: Döntéstámogató rendszerek: Budapest : Panem, 2008. 406 s. - ISBN 978-9-635454-82-2.
7. STOFFOVÁ, V. – CSÍZI, L. – TÓTH, K. – SZÓKÖL, Š.: Informačné a komunikačné technológie v praxi II. Komárno : Univerzita J. Selyeho, 2007. 316 s. ISBN 978-80-89234-42-4.
8. STOFFOVÁ, V. – CSÍZI, L. – TÓTH, K. – SZÓKÖL, Š.: Információs és kommunikációs technológiák a gyakorlatban II. Komárno : Univerzita J. Selyeho, 2008. 323 s. ISBN 978-80-89234-69-1.

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

Hungarian language

Notes:

Student workload:

50% - participation in lectures and exam preparation

50% - participation in seminars and project work

Evaluation of subjects

Total number of evaluated students: 531

A	B	C	D	E	FX
41.62	17.7	19.21	10.92	9.98	0.56

Teacher: Ing. Ondrej Takáč, PhD., prof. Ing. Vladimír Gazda, PhD.**Date of last update:** 20.05.2024**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/EMPdm/ KOM/22	Name: Communication
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: At the end of the semester, there will be a written test, to an A is awarded for a percentage score of at least 90%, a B for at least 80%, a C for at least 70%, a D for at least 60% and an E for at least 50%. No credits are awarded to students who achieve less than 50%.	
Results of education: The course develops knowledge of communication and communication skills. Corporate and managerial communication are developed in particular. During the semester, in addition to the description of the theoretical basics, students interpret phenomena during seminars using case studies. The course contributes to the acquisition of the following knowledge, skills and competencies in the topics outlined in the course: Knowledge The student has mastered the written and oral form of professional and effective communication, tabular and graphical methods of data presentation. Skills After gaining practical knowledge and experience, the student is able to manage a small or medium-sized enterprise or organizational unit in a business organization. Competencies The student has the ability to take responsibility for compliance with professional, legal and ethical standards and regulations regarding work and behaviour.	
Brief syllabus: 1. Strategies of nonverbal communication. Intention and manipulation. 2. Culture and communication. Verbal interactions. 3. Presentations. Lectures. 4. Persuasion, mass communication. Ways of persuasion. 5. The art of persuasion. Negotiations. 6. Ways of managing conflicts. Types of conflicts. 7. Avoiding conflicts. Cooperation and interests. 8. Introduction to crisis communication. 9. Crisis communication.	

- 10. Written communication. Letters, e-mails.
- 11. CV and applications. Job interviews.
- 12. Media, press, journalism.
- 13. Making news. Interviews.

Literature:

- 1. SZARKOVÁ, M. a kol. Komunikácia v manažmente. EKONÓM Bratislava 2002. 198 s. ISBN80-225-1585-X.
- 2. SZARKOVÁ, M. Communication and Labour Psychology. Ekonóm, Bratislava 2004. 136 s. ISBN 8022519006
Strana: 1
- 3. KHELEROVÁ, V. Komunikační a obchodní dovednosti manažera. Grada, Praha 2006. 142 s. ISBN 80-247-1677
- 4. SZABÓ K. Komunikácia na vysokom stupni. Vydavateľstvo Kossuth, Bp. 2001. 406 s. ISBN9630943034

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

Hungarian language

Notes:

Parts of the course workload:

50% workload - attending lectures and preparing for the exam

50% workload - attending seminars, completing assignments, studying the literature

Evaluation of subjects

Total number of evaluated students: 236

A	B	C	D	E	FX
59.75	19.07	11.86	5.51	2.54	1.27

Teacher: Mgr. Dávid Szabó, PhD.

Date of last update: 20.05.2024

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/EMPdm/ KPP/22	Name: Competition Policy
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The method of evaluation of the subject is the following: 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 would like to help students to evaluate the most important phenomena of competition policy. During the lectures, we will deal with the issues of economic policy, market institutions and law. The students will evaluate the situation of free and regulated markets, especially the limitations, state and political interventions. The subject would like to illuminate the practice of competition policy in developed countries and new democracies, especially in Hungary and Slovakia. The course contributes to the acquisition of the following elements of knowledge, skills and competence in the topics outlined in the course. Knowledge: <ul style="list-style-type: none"> • Knows the basic concepts, theories, facts, national economic and international contexts of economics in relation to relevant economic actors, functions and processes. • Has a basic professional vocabulary in economics in the language of the study program and in at least one foreign language. Skill: <ul style="list-style-type: none"> • Follows and interprets world economic and international business processes, changes in economic policy, related policies and legislation, their effects, and takes them into account in its analyzes, proposals and decisions. • Able to collaborate with other disciplines. Competence: <ul style="list-style-type: none"> • Takes responsibility for compliance with professional, legal, and ethical standards and regulations related to work and conduct. 	

Gives lectures and conducts discussions independently. Participates independently and responsibly in the work of professional forums inside and outside the business organization.

Brief syllabus:

1. The subject and framework of competition policy. Schools and theories
2. The market's types: from the monopolies to the free market.
3. The antimonopoly measures. Competition versus monopolies.
4. The limits of the market — markets in danger.
5. Strategies of the corporations at the oligopol markets: horizontal and vertical limits.
6. Antitrust regulation in Slovakia and Hungary.
7. Road to monopolization, regulation of markets, abuse of market domination.
8. Market concentration, fusions (vertical, horizontal and conglomerate).
9. The role of competition policy: the intervention into the market mechanisms.
10. Natural and other monopolies.
11. The compilation of the competition, industry and trade policy. International influences, strategic fusions, international cartels.
12. The competition policy of the European Union. Harmonization efforts during the EU accession. International convergencies in competition policy.
13. Ethical issues of the competition.

Literature:

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

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

Hungarian Language

Notes:

Distribution of student workload:

35% - participation in seminars

65% - reading the literature, preparing for the dissertation and the exam

Evaluation of subjects

Total number of evaluated students: 69

A	B	C	D	E	FX
21.74	42.03	26.09	2.9	7.25	0.0

Teacher: István Jobbágy, PhD.

Date of last update: 20.05.2024

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/EMPdm/ LOG/22	Name: Logistics
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student assessment consists of two parts, the solution of written tasks a total of 4 times during the semester (20 points) and the final exam (80 points), which the student must pass for a minimum of 40 points. Method of examination - exam. A minimum of 90 points is required for grade "A", a minimum of 80 points for grade "B", a minimum of 70 points for grade "C", a minimum of 60 points for grade "D" and a minimum of 50 points for grade "E".	
Results of education: Knowledge Knows and understands basic and comprehensive concepts, theories, characteristics and contexts and research direction of business development. He has extensive managerial and organizational knowledge. Knows the basic concepts, facts, main characteristics and contexts of agricultural production and the economy of agriculture as a whole, the relevant actors in the economy of agriculture, functions and processes at the domestic and international level Skills Formulates separate new conclusions, original ideas and solutions, can apply challenging methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. After gaining practical knowledge and experience, he manages a medium and large company, a complex organizational component, performs a complex economic function in the business organization, plans and manages complex management processes, manage resources. He is also able to work effectively in international, multicultural environment. Competences Independently selects and applies relevant methods of problem solving in areas important from in terms of organizational policy, strategy and management, independently performs economic analyzes and consulting tasks. Independently establishes, organizes and manages a larger enterprise or a larger organization or organizational department.	

He independently identifies, plans and organizes the professional and general development of himself and himself subordinates and assumes responsibility for them.

Brief syllabus:

1. Foundations of logistics, concepts, tasks of logistics, its goals
2. Logistical costs, customer service
3. Logistics of value-creating processes: procurement logistics
4. Production logistics
5. Warehousing, inventory management, material handling
6. High warehouses, warehouse process management
7. Storage
8. Transport of goods
9. Combined transport of goods
10. Handling equipment, systems
11. Packaging technology, logistics services, waste management logistics
12. Sales logistics
13. Supply chain management, e-logistics

Literature:

1. SERES HUSZÁRIK, Erika. Logisztika - feladatgyűjtemény. 1. vyd. Komárno: Univerzita J. Selyeho, 2016. 125 s. [3,13 AH]. ISBN 978-80-8122-193-4.
2. MURA, Ladislav, Nikoleta NAGYOVÁ, Endre HEVESI, Erika SERES HUSZÁRIK, Dávid SZABÓ, Ádám SZOBI, Zsuzsanna TÓTH, Dominika VLACSEKOVÁ a Dániel HALASI. Bevezetés a vállalatgazdaságtanba [print] = Úvod do podnikového hospodárstva. 1. vyd. Komárno: Univerzita J. Selyeho, 2017. 131 s. [8,1AH]. ISBN 978-80-8122-212-2.
3. SÜLE, Edit. Logisztika az idő fogságában - 1. vyd. - Pécs-Győr : IDResearch Kft./Publikon Kiadó, 2014. - 138 s. - ISBN 978-615-5457-01-2.
4. SZÁSZ, Levente. Ellátásilánc-menedzsment - 1. vyd. - Budapest : Akadémiai Kiadó, 2017. - 265 s. - ISBN 978-963-454-070-0.
5. WATERS, Donald, Stephen RINSLER. Global Logistics : New directions in supply chain management /. - 7. vyd. - London : Kogan Page Limited, 2014. - 488 s. - ISBN 978 0 7494 7133 0.
6. DUPAL, A. – BREZINA, I. Logistika v manažmente podniku. Bratislava: SPRINT, 2006. 326 p. ISBN 80-89085-38-5

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

Hungarian language

Notes:

Distribution of student workload:

50% load - lectures, and exam preparation

50% load - written examinations during the semester, written final exam

Evaluation of subjects

Total number of evaluated students: 540

A	B	C	D	E	FX
7.96	13.52	19.81	31.48	26.3	0.93

Teacher: PhDr. Enikő Kahler Korcsmáros, PhD.

Date of last update: 20.05.2024

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/EMPdm/ LOGV/22	Name: Logistics - Calculations
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: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student assessment consists of two parts, the solution of written tasks a total of 4 times during the semester (20 points) and the final exam (80 points), which the student must pass for a minimum of 40 points. Method of examination - exam. A minimum of 90 points is required for grade "A", a minimum of 80 points for grade "B", a minimum of 70 points for grade "C", a minimum of 60 points for grade "D" and a minimum of 50 points for grade "E".	
Results of education: Knowledge Knows the basic concepts, facts, main characteristics and contexts of agricultural production and the economy of agriculture as a whole, the relevant actors in the economy of agriculture, functions and processes at the domestic and international level Skills Formulates separate new conclusions, original ideas and solutions, can apply challenging methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. After gaining practical knowledge and experience, he manages a medium and large company, a complex organizational component, performs a complex economic function in the business organization, plans and manages complex management processes, manage resources. He is also able to work effectively in international, multicultural environment. Competences Independently selects and applies relevant methods of problem solving in areas important from in terms of organizational policy, strategy and management, independently performs economic analyzes and consulting tasks. Independently establishes, organizes and manages a larger enterprise or a larger organization or organizational department. He independently identifies, plans and organizes the professional and general development of himself and himself subordinates and assumes responsibility for them.	
Brief syllabus: 1. Procurement - purchase or own production, investment decisions and supplier evaluation	

2. Organization of the production process
3. Production process planning
4. MRP method, time schedule of work
5. Quality control of production processes
6. Economic order quantity model
7. Inventory assessment
8. Analytical indicators of warehouse operation
9. Calculation of storage space
10. Handling of goods
11. Distribution
12. Sales
13. E-logistics

Literature:

1. Seres Huszárík E.: Logisztika – feladatgyűjtemény. Komárom: Selye János Egyetem, 2016.
2. Némon Zoltán - Sebestyén László - Vörösmarty Gyöngyi: Logisztika feladatgyűjtemény, KIT, 2020, ISBN 978 963 637 350 4
3. Dupal', A. – Brezina, I.: Logistika v manažmente podniku. Bratislava: SPRINT, 2006.
4. Körmendi, L. – Pucsek, J.: Logisztika példatár. Budapest: Saldo, 2009.
5. Némon, Z. – Vörösmarty, Gy.: Logisztika. Folyamatok az ellátási láncban. Feladatgyűjtemény. Budapest: Kereskedelmi és Idegenforgalmi Továbbképző Kft., 2007.

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

Hungarian language

Notes:

Distribution of student workload:

50% load - lectures, and exam preparation

50% load - written examinations during the semester, written final exam

Evaluation of subjects

Total number of evaluated students: 197

A	B	C	D	E	FX
36.04	19.8	13.2	13.2	9.64	8.12

Teacher: PhDr. Erika Seres Huszárík, PhD.

Date of last update: 20.05.2024

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/EMPdm/ MAS/22	Name: Marketing Strategy
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students are required to complete 40 points worth of written assignments given during the seminars and successfully pass a written evaluation worth 60 points. A minimum score of 90 is required for an A, a minimum of 80 for a B, a minimum of 70 for a C, a minimum of 60 for a D and a minimum score of 50 for an E. Students who have not succeeded at at least 50% of the required seminar assignments and scored less than 50% of the marks in the written exam will not be awarded any credits.	
Results of education: Upon successful completion of this course, students gain a comprehensive overview of the possibilities of planning a marketing strategy, possible ways of managerial intervention and solving marketing problems in a market economy. They get to know the importance of marketing strategy planning in the operation of an organization, the conditions and possibilities of developing appropriate market behaviour. The course contributes to the acquisition of the following knowledge, skills and competencies in the topics outlined in the course syllabus: Knowledge: Understands the structure, functioning and system of relations pertaining to businesses, environmental factors that determine the behaviour of businesses, information and motivational factors of economic decisions. Skills: The student formulates their own new conclusions, original ideas and solutions, has the ability to apply sophisticated methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment as well as in organizational culture. Competencies: The student analyses and evaluates experiences in corporate operations, can take responsibility for the fact that results obtained in analyses and practical procedures also depend on the method chosen.	
Brief syllabus: 1. Strategic marketing planning 2. Analysing the external business environment	

<ol style="list-style-type: none"> 3. Analysing competitive situations 4. Analysing the internal business environment 5. Understanding consumer needs 6. Market segmentation, target market, positioning 7. Corporate-level strategies 8. Product policy 9. Pricing policy 10. Sales policy 11. Influencing the market 12. Marketing strategy implementation 13. Marketing strategy controlling 												
<p>Literature:</p> <ol style="list-style-type: none"> 1. Józsa L.: Marketingstratégia, Akadémiai Kiadó, 2014 ISBN 978 963 05 9482 0 2. Keszey T. - Gyulavári T.: Marketingtervezés, Akadémiai Kiadó, 2016 ISBN: 9789630598217 3. Cohen, W.A.: Marketingtervezés, Akadémiai Kiadó, 2009 ISBN 978 963 05 8739 6 4. NÍZKA, H. Aplikovaný marketing. Bratislava: IURA Edition, 2007. 261 s. ISBN 978 80 8078 157 												
<p>Language, knowledge of which is necessary to complete a course: Hungarian language</p>												
<p>Notes: Parts of the course workload: 50% workload - attending lectures and preparing for the exam 50% workload - attending seminars, completing assignments</p>												
<p>Evaluation of subjects Total number of evaluated students: 548</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>19.34</td> <td>29.38</td> <td>25.73</td> <td>14.96</td> <td>10.04</td> <td>0.55</td> </tr> </tbody> </table>	A	B	C	D	E	FX	19.34	29.38	25.73	14.96	10.04	0.55
A	B	C	D	E	FX							
19.34	29.38	25.73	14.96	10.04	0.55							
<p>Teacher: prof. Dr. László Józsa, CSc., PhDr. Erika Seres Huszárík, PhD.</p>												
<p>Date of last update: 20.05.2024</p>												
<p>Approved by: prof. Dr. Andrea Bencsik, CSc.</p>												

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/EMPdm/ MED/22	Name: International Taxation
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The assessment and completion of the course consists of 3 parts, those being an individual semester paper, active participation in lectures and written examination. Active participation in lectures (10 points): participation in lectures during the semester is a condition for receiving active participation points. It is possible to receive the maximum of 10 points by active approach to solving practical assignments from the material and issues studied. Semester paper (30 points): The semester paper is done individually; the subject matter of the semester papers is substantively focused on one of the topics lectured on during the semester. The semester paper is done in writing in the scope of 5–10 pages. Mandatory components of the semester paper: – short description of the current legislation concerning a selected topic from international taxation in the Slovak Republic or Hungary, – short description of the current legislation concerning a selected topic from international taxation in the European Union, – processing of the selected topic based on the paper instructions. Assessment criteria: – Characterisation of the current legislation concerning the selected topic from international taxation in the Slovak Republic or Hungary (5 points). – Characterisation of the current legislation concerning the selected topic from international taxation in the European Union (5 points). – Processing of the selected topic based on the paper instructions (15 points). – Sophistication of the content and form (5 points). Final assessment (60 points): in order to successfully pass the course, it is necessary to pass the written final examination comprised of theoretical questions and practical problems. To pass the written examination successfully, it is necessary to receive at least 30 points from the maximum number of 60 points (excluding the points received from continuous assessment, active participation in lectures and semester paper). A student who fails to achieve at least 30 points in the written test, i.e. examination, will be awarded the grade FX – Insufficient. Overall assessment: the overall assessment represents the sum of assessments received by the student for the period evaluated, i.e. the sum total of points for active participation in lectures,	

semester paper and final assessment. The overall assessment shall be defined in line with the UJS internal policy (UJS Study Policy) and is based on the following classification scale:

A – Excellent (90–100 %)

B – Very good (80–89 %)

C – Good (70–79 %)

D – Satisfactory (60–69 %)

E – Sufficient (50–59 %)

FX – Insufficient (0–49 %). Credits shall not be awarded to a student who receives fewer than 50 points in the overall assessment.

Results of education:

Knowledge:

The student who has passed the International Taxation course builds on the basic knowledge from the Taxation Basics course and uses the knowledge from the course Corporate Taxes. The student possesses knowledge from the field of international taxation in the Slovak Republic. The student will understand the basic principles of methods to avoid double taxation. The student will acquire theoretical knowledge in the field of tax harmonisation and will demonstrate practical knowledge when solving individual assignments focused on the application of methods to avoid double taxation in the calculation of tax liability of natural persons and legal entities. By passing the course, the student will be able to interpret the content of the individual tax returns of entities that receive income from several countries simultaneously, thereby building especially on the knowledge acquired in the course Corporate Taxes.

The student is familiar with the process of European integration and specialist policies of the European Union related to its activities in the field of taxes and taxation policy.

The student is familiar with the contemporary, theoretically demanding methods to avoid double taxation, methods of recognition, formulation and solving of problems, and knows their deficiencies.

Skills:

Having successfully passed the course, the student:

– Is familiar with the calculation of the all-year taxation liability of a natural person which has an income from employment from several countries simultaneously.

– Is familiar with the calculation of the all-year taxation liability of a natural person which has income under Section 6 or 7 and 8 of the Act on Income Tax from several countries simultaneously.

– Knows the procedures and methods of adjustment of tax base with application of all the basic methods to avoid double taxation.

– Can apply the calculation of tax liability of the value-added tax in taxable transactions between companies identified for tax in various European Union member countries.

– Can formulate independent new conclusions, original ideas, and solutions, can apply demanding methods of analysis and modelling, develop strategies to solve complicated problems, make decisions in the changing Slovak and international environment,

– Will make an individual standpoint based on own analysis, can present and defend it in discussions.

Competencies:

Having successfully passed the course, the student:

– Independently applies the methods of calculation of tax liability of a natural person which has income from several countries.

– Independently fills in the B-type tax return.

– Independently analyses the value-added tax return of a VAT payer in a community acquisition.

– Independently selects and applies relevant methods of problem solving in the fields important from the viewpoint of organisation policy, strategy, and management, independently carries out economic analyses and consultancy tasks.

– Their work is characterised by independent and responsible thinking and consideration of economic and extra-economic consequences when formulating specialist issues.

Brief syllabus:

1. Definition of the basic notions of international taxation
2. Basic principles of international taxation
3. Characteristics and classification of double taxation
4. Avoidance of double taxation
5. International double taxation conventions
6. Taxation in the European Union. Bodies and institutions working in the field of taxation and legal rules of the European Union
7. Harmonisation in the field of direct taxes – income tax of legal entities
8. Harmonisation in the field of indirect taxes – value-added tax
9. Harmonisation in the field of indirect taxes – excise taxes
10. Tax competition in the world.
11. Comparison of the taxation system and taxation policy of Hungary and the Slovak Republic
12. Taxation system and taxation policy of the selected countries of the world
13. International tax planning and tax havens of the world

Literature:

LÉNÁRTOVÁ, G. (2014). Medzinárodné zdanenie. 1. vyd. Ekonóm, 263 s. ISBN 9788022537728

BOJŇANSKÝ, J. – KRAJČÍROVÁ, R. – FERENCZI VAŇOVÁ, A. (2017). Dane podnikateľských subjektov. 2. vyd. Nitra: Slovenská poľnohospodárska univerzita, 252 s. ISBN978-80-552-1670-6.

HERICH, Gy. a kol. Nemzetközi adózás: Adózás az Európai Unióban. Pécs: Penta Unió, 2011. 594 s. ISBN 978-963-89210-5-5.

HERICH, Gy. Nemzetközi adótervezés. 3. aktualiz. vyd. Pécs: Penta Unió, 2011. 212 s. ISBN 978-963-89210-3-1.

Modelová daňová zmluva OECD a Komentár k nej .

Zákon č. 431/2002 Z. z. o účtovníctve v znení neskorších predpisov

Zákon č. 222/2004 Z. z. o dani z pridanej hodnoty v znení neskorších predpisov

Zákon č. 595/2003 Z. z. o dani z príjmov v znení neskorších predpisov

Zákon č. 513/1991 Zb. Obchodný zákonník v znení neskorších predpisov

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

Hungarian Language

Notes:

Distribution of students' workload:

-60% workload - participation in lectures, preparation for the exam,

-40% workload - solving practical examples, practicing the acquired knowledge, studying literature and law.

Evaluation of subjects

Total number of evaluated students: 151

A	B	C	D	E	FX
25.17	14.57	11.26	27.15	20.53	1.32

Teacher: Ing. Norbert Gyurián, PhD.
Date of last update: 20.05.2024
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/EMPdm/ MEM/22	Name: International Marketing
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: A mandatory seminar paper of 50 points is a prerequisite for passing the course. The semester ends with a written test for students. A minimum grade of 90% is required for an A grade, a minimum grade of 80% for a B grade, a minimum grade of 70% for a C grade, a minimum grade of 60% for a D grade, and a minimum grade of 50% for an E grade.	
Results of education: Students gain knowledge of various marketing activities in an international business environment. They learn the specifics of marketing tools in an international context and can apply their knowledge in practice. Knowledge: Understand the structure and functioning of business organizations, their network of cross-border contacts, information, and motivational factors of foreign economic presence with special reference to the marketing environment. Skills: Ability to formulate new conclusions, original ideas and solutions, apply sophisticated analytical and modelling methods, develop marketing solutions to complex problems, make decisions in a changing international environment and in a culture different from the domestic one. Competencies: Independently selects and applies relevant problem-solving methods in areas of organizational, strategic, and managerial importance and independently performs economic analysis and consulting assignments.	
Brief syllabus: 1. Globalization of trade, background of the emergence of international marketing 2. Internationalization of companies 3. Theories of internationalization 4. Standardization, globalization, adaptation 5. International marketing environment: social and cultural aspects 6. The international marketing environment: demographic, economic and political aspects 7. Expansion into international markets 8. Target market selection, international marketing strategy 9. International marketing research 10. International product policy	

- 11. International pricing policy
- 12. International sales policy
- 13. International communication policy

Literature:

- 1. Rekettye G. - Malota E. - Tóth T.: Nemzetközi marketing, Akadémiai Kiadó, 2015 ISBN: 9789630596237
- 2. Blahó A. - Czakó E.- Poór J.: Nemzetközi menedzsment, Akadémiai Kiadó, 2021 ISBN: 978 963 454 652 8

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

Hungarian language

Notes:

Student encumbrance:
 50% participation in classes, studying literature;
 50% exam preparation

Evaluation of subjects

Total number of evaluated students: 504

A	B	C	D	E	FX
18.06	31.55	28.17	13.69	8.33	0.2

Teacher: prof. Dr. László Józsa, CSc.

Date of last update: 20.05.2024

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/EMPdm/ MKV/22	Name: Quality Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, students complete seminar assignments that can achieve 30% of the total score during the semester. Respectively, the student must successfully write an exam, which is 70% of the total score. The subject is evaluated according to the study regulations of J. Selye University and is based on the following scale. A - excellent - 90 -100%, B - very good - 80 - 89%, C - good - 70 -79%, D - medium - 60 - 69%, E- sufficient - 50 -59%. FX - Insufficient - 0 - 49%. No credit will be given to a student who passes his / her written exam for less than 50%.	
Results of education: The course is designed to acquaint students with the importance of quality management, content and application in production and service. The course helps develop skills, communication and teamwork, prepares graduate students could react flexibly to changes. Students learn about quality management principles, approaches and methods. They understand the role of data on quality management and half in light of the quality management approaches. It will be able to apply the knowledge to the constant development of standard requirements for quality management systems beyond it. Knowledge: Understands the structure, operation and relationship system of enterprises, the environmental factors that determine the behavior of enterprises, the information and motivational factors of economic decisions. He/She has extensive management and organizational knowledge. Skill: In addition to performing job tasks, after gaining practical knowledge and experience, he is able to run a business, plan and manage complex management processes, and manage resources. Competence:	

He/She is responsible for his own work, for the organization / business he/she manages, for his employees and for his relationships with partners.
 He/She is able to independently identifies, plans and organizes its own and its subordinates' professional and general development, takes responsibility for them.

Brief syllabus:

1. Introduction to QM.
2. The concept of quality and its development from the perspective of the historical. Current approaches to quality management.
3. The basics of QM. QM as philosophy.
4. Basic concepts of QM.
5. Principles and use QM.
6. Principles QM (customer focus, continuous improvement, focus on staff).
7. Customer satisfaction. External customer satisfaction and its constituents.
8. Operative and strategic insight to managing customer relationships.
9. Build customer loyalty.
10. Employee involvement. Importance of Assessment.
11. The role of management and leadership, meeting the expectations of employees.
12. The involvement of employees as a critical success factor.
13. Selected tools and methods of quality.

Literature:

1. KAPSDORFEROVÁ, Z. Manažment kvality. Nitra: SPU, 2008. 120 s. ISBN 978-80-552-0115-3
2. TENNER, A. R. – DE TORO, I. J. Teljes körű minőségmenedzsment-Total Quality Managemen. Budapest: Műszaki Könyvkiadó, 2001. 266 s. ISBN 9631630439
3. MATEIDES, A. Manažerstvo kvality. EPOS, 2006. 751 s. ISBN 80-8057-656-4.
3. KÖVESI, J.-TOPÁR, J.: Zákklady manažmentu kvality. Typotex Kft, 2006. 245 s. ISBN 9639664111,
4. VÉGHOVÁ, K. TQM – manažment kvality. University J.Kodolányi, 2010. 168 s. CD-ROOM,ISBN 9788957621341
5. TOPÁR,J. és társai (2016): Minőségügyi tanácsadás. In: Menedzsment tanácsadási kézikönyv. Akadémiai Kiadó, Budapest, pp. 477-508. ISBN. 978 96305 9812 5.

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

Hungarian language

Notes:

Student workload:

- active participation in lectures and seminars - 31%
- preparation for seminar lessons and preparation for the seminar assignments - 29%
- preparation for the written exam 40%

Evaluation of subjects

Total number of evaluated students: 556

A	B	C	D	E	FX
13.49	19.24	27.34	20.68	18.71	0.54

Teacher: Dr. habil. József Káposzta, PhD., PhDr. Zsuzsanna Górány, PhD.

Date of last update: 20.05.2024

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/EMPdm/ MMLZ/22	Name: International Human Resource Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Completion of the subject consists of 2 parts: active participation in the seminars and successful completion of the final exam. Active participation in seminars (40 points): Active participation in seminars means solving individual or group tasks. For active participation (solving tasks, participating in case studies) the student can get a maximum of 40 points. Final evaluation (60 points): successful completion of the subject requires the passing of a final exam consisting of a written and an oral part. The maximum score that can be obtained in the final exam is 60 points. A minimum of 30 out of a maximum of 60 points is required to pass the written and oral exam. Overall evaluation (100 points): the overall evaluation represents the sum of the evaluations obtained by the students for the evaluated period, as the sum of the points for active participation in the lectures, and the final evaluation. The student's duty is to successfully pass the final written examination as well as active participation in lectures. The overall result is determined based on the classification scale determined in the internal regulations of UJS: - A - excellent - 90 -100%, - B - very good - 80 - 89%, - C - good - 70 -79%, - D - medium - 60 - 69%, - E- sufficient - 50 -59%. - FX - Insufficient - 0 - 49%. - No credit will be given to a student who passes his / her written exam for less than 50%.	
Results of education: Upon successful completion of the course, students will gain a comprehensive understanding of the drivers and factors that significantly change the activities of human resource management as a result of internationalization and globalization. In the course of the program, we examine the convergent and divergent picture of human resource management (HRM) in the domestic environment with the international HRM (IHRM = MMLZ). Knowledge: Based on the mastering of the subject, students will be able to answer the following: - What IHRM = MMLZ concepts do we work with? How the focus of IHRM = MMLZ changes,	

approaches in the 21st century?

- How do the most important influencing factors and drivers of IHRM = MMLZ develop?
- Who manages human resources? Who makes the decisions of IHRM = MMLZ, who shape the IHRM = MMLZ systems, who performs the IHRM = MMLZ activities?
- What is IHRM = MMLZ, and within it the theoretical / strategic decision-making of each system and function questions, connection points?
- How does IHRM = MMLZ contribute to the development of organizational performance and value creation?
- What are the main goals, characteristics, methods of the different IHRM = MMLZ systems (functions), choice of techniques, application processes, conditions and expected results?
- What innovative solutions have become established in the last few years and what changes can be expected in the application of different IHRM = MMLZ systems?
- What are the characteristics of labor and labor law processes?
- What are they showing? How to develop the application of international and domestic research experiences?

Skills:

- Students able to understand the nature, external-internal relations and relationship of organizational processes an international human resource management.
- Ability to link unemployment (labor shortage and socio-economic factors in the system of industrial relations, with partners cooperation.
- Ability to identify diversity issues as well as special occupational groups problems of its members, is able to explore the theoretical and practical background needed for the solution, to formulate.
- Able to understand the nature of the organizational processes, their external and internal connections, their relationship a international human resource management.

Competence:

- Students understand the importance of market success beyond physical assets, it depends on the acquisition of equipment and technology.
- Accept that this principle is prepared, with appropriate skill, knowledge, experience and without dedicated human resources.
- They accept the principle that they can only treat their customers well if they are treated well. they are sorry.
- They help to achieve organizational excellence in this field.

Brief syllabus:

1. Internationalization - globalization
2. Human Resources Funds and IHRM
3. Culture in an international environment
4. Communication in an international environment
5. A Strategic Issue in International Human Resource Management
6. Organizational framework for the internationalization of companies
7. Recruitment and selection in an international environment
8. Training and staff development in an international environment
9. International aspects of performance management (TM)
10. Incentives and industrial relations in an international environment
11. Knowledge management in an international HR environment
12. The future of international HRM
13. Trends.

Literature:

1. POÓR J. Nemzetköziesedés és globalizáció az emberi erőforrás menedzsmentben. 3. kiadás, Complex Kiadó, Budapest. 2013, 493 p. ISBN: 978 963 295 287
2. POÓR J.-SZABÓ K.-KŐMŰVES ZS. S.- SZABÓ-SZENTGRÓTI G. (2020): Koronavírus-válság kihívások és HR-válaszok – hazai és nemzetközi tapasztalatok. 1. kiadás, Wolters Kluwer Hungary Kft., Budapest, 2020, ISBN: 978 963 594 009 7, <https://mersz.hu/koronavirus-valsag-kihivasok-es-hr-valaszok-hazai-es-nemzetkozi-tapasztalatok-2020/>.
3. KALINOVÁ, G. (2016): Ľudské zdroje I (Personálny manažment), 1. vyd. Bratislava, Skriptá STU, 2016. 109 p. ISBN: 9788022744720 (ajánlott)
4. POÓR, J.- ENGLE,D.A.-BLŠTÁKOVÁ, J.-JONIAKOVÁ. Z. Internationalisation of Human Resource Management: Focus on Central and Eastern Europe. 1. vyd. New York: Nova Science Publishers, 2017. 354 s. ISBN 978-1-53612-632-7. (ajánlott)
5. KAROLINY M-NÉ-POÓR J. Emberi erőforrás menedzsment kézikönyv. 6. kiadás, Wolters Kluwer Kiadó, Budapest, 610 p. ISBN: 978 963 295 648 0 (ajánlott)
6. Ďalšie články a materiály distribuované počas seminárov

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

Hungarian language

Notes:

Student workload:

- 50% load - participation in lectures and exam preparation
- 50% load - active participation in seminars: solving tasks, case studies

Evaluation of subjects

Total number of evaluated students: 539

A	B	C	D	E	FX
37.66	36.55	17.63	6.86	1.3	0.0

Teacher: doc. PhD. Mgr. Ing. Ladislav Mura, PhD., MSc., PhD. Erika Seres Huszárík, PhD.

Date of last update: 20.05.2024

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/EMPdm/ MMZ/22	Name: Marketing and Management in Healthcare
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1., 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student's evaluation consists of 3 parts: Continuous assessment, active participation in lectures and written examination. Assessment (10 points): a semester essay, which the student writes on a topic announced by the teacher. Active Participation (5 points): Attendance at a lecture during the semester is required to earn points for active participation. A maximum of 5 points can be earned by active participation. Written exam (35 points): A minimum of 90% of the total score is required for an 'A' grade, 80% for a 'B' grade, 70% for a 'C' grade, 60% for a 'D' grade and 50% for an 'E' grade. A student who does not achieve at least 50% will not receive credit for the course.	
Results of education: The course is based on the basic concepts of management and includes the system, external (economic and social) and internal organizational environment of health care facilities, as well as their main organizational and operational characteristics. Students will understand the general and specific functions of governance and management of healthcare organizations. Throughout the course, students will become familiar with the market competition strategies that apply to private and public healthcare organizations and their strategic options in a specific healthcare market. They will gain an overview of the marketing approach and understand traditional marketing insights and the uniqueness of healthcare marketing. Communication in healthcare settings is a specialized communication and service marketing in which building and maintaining trust is critical. Practical application of marketing and management methods is an important part of the curriculum. The course also deals with the issue of service quality-oriented management from the perspective of the management of healthcare organizations. Knowledge: Basic knowledge of the health care system, its environment, basic concepts, theories, facts and contexts of health care marketing and management in relation to public and private health care entities and processes. Skill: Ability to collaborate with other disciplines. Ability to collaborate with health care professionals. Ability to apply knowledge in situations of analysis, design and decision making.	

Competency: Ability to formulate independent ideas and apply relevant problem-solving methods from a strategic and managerial perspective, perform analytical and consulting tasks independently.

Brief syllabus:

1. Basic knowledge of the system of medical facilities and their management.
2. Characteristics of public health.
3. Characteristics of private healthcare.
4. Marketing aspects for defining institutional development / business strategy.
5. managerial aspects for defining institutional development / business strategy.
6. Relationship between business strategy / institution development and marketing strategy / brand image building.
7. Specifics of health marketing.
8. Specifics of service marketing, the importance of brand building in building and maintaining trust.
9. Possible objectives of market research, their usefulness and significance.
10. Market research methods, their usefulness and significance.
11. Marketing communication tools, functions of some communication interfaces.
12. Opportunities and threats of digitization in healthcare.
13. Trends.

Literature:

SIMON, J. Marketing az egészségügyben. Budapest: Akadémiai Kiadó, 2010. ISBN 978 963 05 8866 9.

OZOROVSKÝ, V. – VOJTEKOVÁ, I. et al. Zdravotnícky manažment a financovanie. Bratislava: Wolters Kluwert, 2016. ISBN 978-80-9168-522-4.

ONDRUŠ, J. – ONDRUŠOVÁ, I. et al. Manažment a financovanie v zdravotníctve. Turany: Tlačiareň P+M, 2017. ISBN 978-80-972535-9-2.

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

Hungarian language

Notes:

Student encumbrance:

Lectures, lecture preparation - 70%

Exam preparation - 30%

Evaluation of subjects

Total number of evaluated students: 6

a	n
100.0	0.0

Teacher: prof. Dr. László Józsa, CSc.

Date of last update: 20.05.2024

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/EMPdm/ MNR/22	Name: Managerial Decision Making
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The method of evaluation of the subject is the following: 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 aim of the course is to acquaint students with the theories and techniques of managerial decision making. Students will learn about the development of managerial decision-making models through practical examples. By completing the course, the student gains insight into the theory of the process of strategic as well as creative decision-making, and other factors influencing decision-making. Upon completion of the course, students will be able to evaluate managerial decisions and solve problems creatively.	
Knowledge Knows the basic concepts, theories, facts, national economic and international contexts of economics in relation to relevant economic actors, functions and processes. He knows the planning and management rules, professional and ethical standards of the business organization.	
Skill It follows and interprets the world economic and international business processes, changes in economic policy, related policies and legislation, their effects, and takes them into account in its analyzes, proposals and decisions. It can also work effectively in an international, multicultural environment. Able to recognize the requirements and development opportunities from international business development trends and European policies.	
Competence It is responsible for its analyzes, conclusions and decisions. He is responsible for his own work, for the organization / business he manages, for his employees and for his relationships with partners.	

Brief syllabus:

1. Problem-solving and decision making
2. Development of decision-making models
3. The theory of rationality
4. Strategic decision making
5. Creative decision making
6. Information hierarchy model
7. Psychology of decision making, heuristics
8. SEU model, multi-criteria decisions
9. Group decision-making techniques
10. Group communication, communication network
11. Social decisions - constitutional election
12. Social decisions - normative social theory
13. Risk perception and risk management

Literature:

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

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

Hungarian language

Notes:

Distribution of student workload:

50% load - participation in lectures and exam preparation

50% workload - participation in seminars and preparation of the dissertation to be submitted

Evaluation of subjects

Total number of evaluated students: 436

A	B	C	D	E	FX
41.28	19.27	12.61	11.24	14.22	1.38

Teacher: PhDr. Erika Seres Huszárík, PhD., Dr. habil. Ing. Peter Karácsony, PhD.

Date of last update: 20.05.2024

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/EMPdm/ MP/22	Name: Enterprise Management
Types, range and methods of educational activities: Form of study: Recommended extent of course (in hours): Per week: For the study period: Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study:	
Level of study: II.	
Prerequisites: (KJP/EMPdm/CJAM1/22 or KJP/EMPdm/CJNM1/22) and (KJP/EMPdm/CJAM2/22 or KJP/EMPdm/CJNM2/22) and (KJP/EMPdm/CJAM3/22 or KJP/EMPdm/CJNM3/22)	
Conditions for passing the subject: At the oral state exam, the student demonstrates knowledge and skills in his / her field, including interdisciplinary ties and reflections on the development of relevant scientific disciplines, in accordance with the required and The state exam is realized in the form of a colloquium in front of the state exam commission and the student will be evaluated on the classification scale A to FX. The mark will be included in the overall evaluation of the state exam. The evaluation based on the oral examination will be carried out according to the classification scale: A - 100 - 91%, B - 90 - 81%, C - 80 - 71%, D - 70 - 61%, E - 60 - 50%. Credits will not be awarded to a student who does not reach 50%. The decision on the result will be announced publicly by the chairman of the commission.	
Results of education: Knowledge: -student has acquired knowledge of the areas presented in the compulsory and profile subjects of the study program, -student can define and interpret the basic concepts in their own words, explain and describe the basic processes, describe and apply research methods from the areas listed in the brief syllabus, -student can analyze and evaluate the current state of scientific knowledge in their field, Skills: -student can present their professional knowledge, -student can pass on knowledge, -student can synthesize and apply the acquired theoretical knowledge in practice, -student can adequately choose procedures for solving professional problems and functionally apply them, -student formulates independent new conclusions, original ideas and solutions, can apply demanding methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture, -student has developed skills independently Competences: -student can show his language and professional culture in the oral exam, -student can use the acquired knowledge in broader contexts, -student can implement and synthesize the acquired knowledge in practice, -student can creatively use knowledge in solving assigned tasks, analyze a problem and synthesize a new solution, - the student is able to answer the questions of the commission at the required level..	
Brief syllabus:	

Themes: 1. Strategic Management 2. Organizational Behaviour 3. Organization of Managerial Work 4. Quality Management 5. International Management					
Literature: Recommended literature can be found in the information sheets of topics / subjects of the state exam.					
Language, knowledge of which is necessary to complete a course: Hungarian language and slovak language					
Notes: Student workload: 90% - home preparation for the state exam, 10% - participation in the state exam					
Evaluation of subjects Total number of evaluated students: 489					
A	B	C	D	E	FX
44.99	23.11	15.75	7.36	8.59	0.2
Teacher:					
Date of last update: 20.05.2024					
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/EMPdm/ MPO/22	Name: International Management and International Ventures
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Completion of the subject consists of 2 parts: active participation in the seminars and successful completion of the final exam. Active participation in seminars (40 points): Active participation in seminars means solving individual or group tasks. For active participation (solving tasks, participating in case studies) the student can get a maximum of 40 points. Final evaluation (60 points): successful completion of the subject requires the passing of a final exam consisting of a written and an oral part. The maximum score that can be obtained in the final exam is 60 points. A minimum of 30 out of a maximum of 60 points is required to pass the written and oral exam. Overall evaluation (100 points): the overall evaluation represents the sum of the evaluations obtained by the students for the evaluated period, as the sum of the points for active participation in the lectures, and the final evaluation. The student's duty is to successfully pass the final written examination as well as active participation in lectures. The overall result is determined based on the classification scale determined in the internal regulations of UJS: - A - excellent - 90 -100%, - B - very good - 80 - 89%, - C - good - 70 -79%, - D - medium - 60 - 69%, - E- sufficient - 50 -59%. - FX - Insufficient - 0 - 49%. - No credit will be given to a student who passes his / her written exam for less than 50%.	
Results of education: Upon successful completion of the course, students will gain a comprehensive understanding of the specific features of the management and leadership of international companies, multinational companies, and large international organizations. We show how global, regional and local challenges local and foreign-owned companies face in international business. The course contributes to the acquisition of the following elements of knowledge, skills and competence in the topics outlined in the course. Knowledge: Based on the acquisition of the subject, students will be able to answer the following:	

- What does the concept of internationalization mean? How have these concepts changed in recent years?
- Where does today's theory and practice of international management come from? What do international and domestic trends in this area show?
- What is the relationship between the strategy and organization of multinational companies and the practice of HRM / IHRM?
- What are the typical trends in the management of Slovak companies in terms of internationalization in practice?
- What is the role of professional service providers in this field?
- What are the similarities and differences between the management practices of domestic and foreign-owned companies / organizations?
- What integration trends can be observed in the world?

Skills:

- Is able to understand that the globalization of the world economy has led to a significant increase in working capital (FDI) exports.
- One of the basic conditions for competitiveness has become that companies are present not only with their products, but also directly (e.g. in the form of their own or joint venture) in a country.
- Ability to present and apply management knowledge outside the domestic environment.
- Able to identify national and cultural diversity issues and the resulting intercultural challenges.

Competence:

- Students understand the importance of working in an international and global environment.
- They accept the diversity of cultures.
- They strive to use a wide range of info-communication tools in an international environment.
- His work is characterized by the independent and responsible consideration and consideration of the economic and non-economic consequences when formulating professional questions.

Brief syllabus:

1. Internationalization - globalization
2. Fundamentals of theoretical history
3. Differences between countries: culture, politics and economics
4. FDI international trends - country entry methods
5. Strategy of multinational companies
6. Organization of international companies
7. International marketing
8. International production management
9. International Finance and Taxation
10. International human resource management
11. The role of professional services and consultants in introducing different management practices
12. The future of international management
13. Chalanges

Literature:

1. BLAHÓ A.-CZAKÓ E.-POÓR J. Nemzetközi menedzsment. 2. kiadás, Akadémiai Kiadó, Budapest, 2021. 594 p. ISBN: 978 963 454 653 5
2. ŠTRACH, P.(2009:.) Mezinárodní management. Praha: Grada Publishing. 2009.ISBN: 978-80-247-6668-3 (ajánlott)
3. SZEINER ZS.-MURA L.- HORBULÁK ZS.-POÓR J. Menedzsment tanácsadási trendek a szomszédos Szlovákiában. Vezetéstudomány, 2020. 51 (1), pp. 71-82. ISSN 0133-0179
4. WORLD INVESTMENT REPORT-2021. UNCTAD United Nations, Geneve-New York.2021. ISBN 9789211130171

Language, knowledge of which is necessary to complete a course: Hungarian language					
Notes: Student workload: - 50% load - participation in lectures and exam preparation - 50% load - active participation in seminars: solving tasks, case studies					
Evaluation of subjects Total number of evaluated students: 548					
A	B	C	D	E	FX
35.04	43.98	15.33	4.01	1.64	0.0
Teacher: PhDr. Zsuzsanna Szeiner, PhD., doc. PhDr. Mgr. Ing. Ladislav Mura, PhD., MSc.					
Date of last update: 20.05.2024					
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/EMPdm/ OBDF/22	Name: Defending Thesis
Types, range and methods of educational activities: Form of study: Recommended extent of course (in hours): Per week: For the study period: Methods of study: present	
Number of credits: 8	
Recommended semester/trimester of study:	
Level of study: II.	
Prerequisites: KM/EMPdm/PZP/22	
Conditions for passing the subject: <p>In preparing the final thesis, the student follows the instructions of his supervisor and the Rector's Directive on the editing, registration, access and archiving of final theses at J. Selye University. The recommended length of the diploma thesis is 50 to 70 pages (90,000 to 126,000 characters). The deadline for submission of the final thesis is set in the schedule of the relevant academic year. The originality of the work is assessed in the central register of final theses. A report on the originality of the final thesis is prepared on the result of the originality check. Control of originality is a necessary condition of defense. Part of the transfer of work is the conclusion of a license agreement on the use of a digital copy of the work between the author and the Slovak Republic on behalf of the university. The final thesis is assessed by the supervisor and the opponent, who prepares the assessments according to the set criteria. The thesis supervisor assesses the fulfillment of the final thesis, the degree of independence and initiative of the student in processing the topic, cooperation with the thesis supervisor, logical structure of the final thesis, adequacy of methods used, methodology, professional level of work, depth and quality of the topic, contribution of the results, work with literature, relevance of used sources in relation to the topic and goal of the work, formal side of the work, spelling, stylistics and originality. The reviewer assesses the topicality and suitability of the topic, setting the goal of the work and its fulfillment, the logical structure of the final work, the continuity of chapters, their proportionality, suitability and suitability of methods used, methodology, professional level, depth and quality of work, contribution of work, work with literature, formal side of the work, spelling, stylistics and originality. choice of material, through the implementation of research, its ability to evaluate results, discuss results, summarize results, present their importance for the educational process, etc. The ability to present the results, including answering questions related to this research process and the topic of the final thesis, adherence to time limits, etc. is also assessed. During the classification, it comprehensively assesses the quality of the final thesis and its defense, taking into account the assessments and the course of the defense and evaluates the defense with one common mark. The final evaluation can be the same as in the testimonials, but it can also be better, resp. worse, depending on the course of the defense. Final evaluation: A - 100 - 91%, B - 90 - 81%, C - 80 - 71%, D - 70 - 61%, E - 60 - 50%. Credits will not be awarded to a student who does not reach 50%. The decision on the result of the defense will be announced publicly by the chairman of the commission together with the result of the theoretical oral part of the state exam.</p>	

Results of education:

Knowledge: -student knows the structure of scientific publications, -student can independently and creatively use professional sources, -student can analyze and evaluate the current situation in their field, -student can synthesize and apply the acquired theoretical knowledge in practical educational activities, -student can Adequate choices: - by processing the diploma thesis the student has to demonstrate the ability to independently acquire theoretical and practical knowledge and creatively apply and use it in solving specific problems, -student is able to present and defend their expert opinion on the problems of educational work and look for ways to solve them, -student has developed skills to educate himself, which allows him to continue his studies, -student can understand the complexity of phenomena and formulate decisions even with incomplete or limited information, including social and ethical responsibility in applying their knowledge and -student will be able to justify the ideas presented, as well as formulate practical conclusions and recommendations in a cultured way, -student will be able to prepare a presentation of the results of their own research activities, -student will apply the principles of scientific integrity and ethics. culture and own attitude to professional problems of their studies, -student is able to argue and methodically apply knowledge in theoretical, didactic and methodological contexts, -student can implement and synthesize the acquired knowledge in practice, -student can creatively use knowledge in solving tasks, analyze problem and synthesize a new solution, the student is able to answer the questions of the leader and the opponent at the required level so that he successfully defends the final thesis.

Brief syllabus:

he defense of the final thesis has the following: 1.Presentation of the final thesis by the student.2.Presentation of the main points from the written opinions of the supervisor and the opponent.3.Response of the student to the questions of the supervisor and the opponent.4.Professional discussion about the final thesis with questions for the student.Presentation The final work of students should include the following points: 1. Brief justification of the choice of topic, its topicality, practical benefits.2. Clarification of objectives and methods used in the processing of the work.3.Main content problems of the work.4.Conclusions and practical recommendations to which The author has his own copy of the final thesis or electronic presentation. The speech will be delivered independently, in the range of 10 min. He can use computer technology. The final work is available to the commission before and during the defense.

Literature:

KATUŠČÁK, D. Ako písať vysokoškolské a kvalifikačné práce. Bratislava: Enigma, 2004.
 BABBIE, E. A társadalomtudományi kutatás gyakorlata. (Prax spoločenskovedného výskumu) Budapest: Balassi, 2008. 600 s. ISBN 978-963-506-764-0
 Aktuálna Smernica rektora o úprave, registrácii, sprístupnení a archivácii záverečných prác na Univerzite J. Selyeho – dostupné na https://www.ujs.sk/documents/Smernica_c.2-2021o_zaverecnych_pracach_.pdf

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

Hungarian Language and Slovak Language

Notes:

Student workload: 90% - homework, 10% - participation in the state exam

Evaluation of subjects

Total number of evaluated students: 488

A	B	C	D	E	FX
44.67	35.86	13.32	4.1	2.05	0.0

Teacher:
Date of last update: 20.05.2024
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/EMPdm/ ODP/22	Name: Internship
Types, range and methods of educational activities: Form of study: Seminar / Practical Recommended extent of course (in hours): Per week: 0 For the study period: 0 / 3t Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: Students are required to submit a trainee report, which contains the work description, and the description of processes and practices at the workplace. Furthermore the students have to write up their improvement suggestions. The portal prax.ujs.sk is used for the administration of the internship.	
Results of education: The students will gain work experience and skills in the field of management during the training weeks.	
Brief syllabus: Students attend during the study an Internship at the chosen company, where they will gain practical experience through incorporation and observe the management processes. The implementation of the internship is not tied to the semester - it can be implemented at any time according to the agreement with the implementer of the internship. The duration of Internship is at least three weeks and at least 60 hours. The trainees will focus on the following areas: marketing management, strategic management, organization management, human management, financial management, project management, information and logistic systems.	
Literature: according to scope of diploma work	
Language, knowledge of which is necessary to complete a course: Hungarian and Slovak languages	
Notes:	
Evaluation of subjects Total number of evaluated students: 499	
a	n
100.0	0.0
Teacher: Mgr. Dávid Szabó, PhD.	
Date of last update: 20.05.2024	

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/EMPdm/ OEP/22	Name: Business etiquette and Protocol
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: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, the student's theoretical knowledge is assessed by a written exam, which is worth 50 points. In addition to the written examination, a further 50 points can be gained by means of an individual practical task. For the A assessment, a minimum total of 90 points, for the B assessment a minimum of 80 points, for the C mark a minimum of 70 points, for the D mark a minimum of 60 points and for the E mark a minimum of 50 points are required.	
Results of education: The aim of the course is to familiarise students with the basic aspects of business etiquette and protocol and protocol behaviour and to develop knowledge, skills and competences: Knowledge: Know the methods of evaluating the current situation of a business based on professional analysis, taking into account internal conditions and external environmental characteristics. Knowledge and understanding of the basic and cross-cutting concepts, theories, characteristics, contexts and research directions of enterprise development. Skills: Independently formulate new conclusions, original ideas and solutions, be able to apply challenging analytical and modelling methods, develop strategies to solve complex problems, make decisions in changing domestic and international environments and organisational cultures. Formulate, present and defend an individual position based on own analysis in debates. Competences: Assumes responsibility for his/her work, the organisation/business unit he/she manages, employees and relationships with partners. Independently select and apply appropriate problem-solving methodologies in areas relevant to organisational policy, strategy and management, and independently carry out economic analysis and consultancy tasks. Independently plan the company's functional areas, strategy development, organisational processes and employee interaction within and outside the organisation.	
Brief syllabus: 1. Introduction to the topic, setting criteria and expectations. 2. The concept of business ethics. 3. Basic aspects of business ethics. 4. Individual business etiquette. 5. Business ethics for managers.	

6. Personal and moral responsibility within the organisation.
7. Ethical decision-making within the decision-making process.
8. Moral hazard
9. Power in organisations, position of power.
10. Leadership and moral character.
11. Sales etiquette.
12. Ethics in service provision.
13. Trends in business etiquette.

Literature:

1. Melé, D. Business Ethics in Action. RED GLOBE PRESS, UK, 2020. ISBN 978-1-137-60917-5

Link: https://books.google.sk/books?hl=en&lr=&id=NR1HEAAAQBAJ&oi=fnd&pg=PR5&dq=business+ethics,+book&ots=DPFp9WjpOb&sig=ciPS6jcPHhoyLW-lHiV7Kx0&redir_esc=y#v=onepage&q=business%20ethics%2C%20book&f=false

2.

www.protokolloktatas.hu

2.

www.protokoll-etikett.hu

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

Hungarian language

Notes:

Student encumbrance:

50% - attending classes and preparing for exams and solving exercises

50% - study of literature, listening to professional online lectures

Evaluation of subjects

Total number of evaluated students: 25

A	B	C	D	E	FX
96.0	0.0	4.0	0.0	0.0	0.0

Teacher: István Jobbágy, PhD.

Date of last update: 20.05.2024

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/EMPdm/ OMP/22	Name: Organization of Managerial Work
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, the student is required to complete the written assignments given during the seminars for a total of 40 points and to pass the written assessment worth 60 points. A minimum of 90 points is required for an A grade, 80 points for a B grade, 70 points for a C grade, 60 points for a D grade and 50 points for an E grade. No credit points will be awarded if the student has not obtained at least 50% marks in the compulsory seminar assignments and less than 50% marks in the written examination.	
Results of education: Upon successful completion of the course, students will gain a comprehensive understanding of the possibilities of managing organisational change, possible managerial interventions, and managing human resource behaviour. They will learn about the importance of knowledge in organisational functioning, the conditions and possibilities for developing knowledge management systems. The subject will contribute to the acquisition of the following knowledge, skills and competences in the areas covered by the outline of the subject. Knowledge: A broad knowledge of management and organisation. They know how and how to apply change management and have a basic knowledge of knowledge management system building. Knowledge of the benefits of teamwork and its organisation methodology. Skills: Ability to correctly select and apply change management methods, recognise human resource behavioural problems and how to deal with them correctly. Skills to use the tools for building knowledge management systems. Competences: Can independently organise and manage group work. Manages and organises work groups independently and autonomously. Ability to influence the behaviour of staff in order to share and retain knowledge and to shape a culture of trust.	
Brief syllabus: 1. Key elements of managerial work and the basics of knowledge and behaviour expected of a manager	

2. Soft and hard problems in the organisation and how to deal with them
3. The need for change in organisational functioning
4. Lewin's logic model
5. Other models of change management
6. BPR as a method of change management intervention
7. Success factors and problems of change
8. Change intervention and conflicts
9. Zultmann - Duncan and Nutt's change management strategies
10. Transactional analysis in organisational change 10.
11. Group work cross-section, group development and functioning, Belbin group roles
12. Basics of knowledge management, relationships, models
13. Final essay

Literature:

1. FARKAS, F. A változásmenedment elmélete és gyakorlata, Akadémiai Kiadó, 2013. ISBN 9789630594325
2. BENCSIK, A. A tudásmenedzsment elméletben és gyakorlatban, Akadémiai Kiadó Budapest, 2015. ISBN 9789630595896
3. BENCSIK, A. A tudásmenedzsment emberi oldala. Miskolc: Z-Press Kiadó, 2009. 269 o. ISBN 978-963-9493-47-6
- CAWSEY, F. T. - DESZCA, G. - INGOLS, C. Organizational change. London: Sage, 2011. 492 p. ISBN 978-1-4129-8285-6

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

Hungarian language

Notes:

Distribution of the student burden:

50% load - attendance of lectures and preparation for the exam

50% load - participation in seminars and preparation of the paper to be submitted

Evaluation of subjects

Total number of evaluated students: 496

A	B	C	D	E	FX
10.08	22.58	29.84	22.38	13.91	1.21

Teacher: prof. Dr. Andrea Bencsik, CSc.

Date of last update: 20.05.2024

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/EMPdm/ ORS/22	Name: Organization Systems and Culture of the Organization
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The method of evaluation of the subject is the following: 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 aim of the course is to contribute to the expansion of students' knowledge of organizations and their operation and management, as well as the impact of management on the organizational structure and management functions. Upon successful completion of the course, students will be able to manage organizational change and resolve organizational conflicts. Knowledge Knows the basic concepts, theories, facts, national economic and international contexts of economics in relation to relevant economic actors, functions and processes. He knows the planning and management rules, professional and ethical standards of the business organization. Skill It follows and interprets the world economic and international business processes, changes in economic policy, related policies and legislation, their effects, and takes them into account in its analyzes, proposals and decisions. It can also work effectively in an international, multicultural environment. Able to recognize the requirements and development opportunities from international business development trends and European policies. Competence It is responsible for its analyzes, conclusions and decisions. He is responsible for his own work, for the organization / business he manages, for his employees and for his relationships with partners.	
Brief syllabus: 1. Introduction to the problem area (structure of the subject and its relationship with other subjects).	

2. Organizational theories (classical school, school of human relations)
3. The need for leadership. Factors that affect the functioning of organizations.
4. Characterization and development of leaders
5. Characterization of a successful organization
6. Organizational culture, cultural models
7. Organizational change
8. Defining organizational development
9. Characterization of group behavior in organizations
10. Group processes - group development and the impact of groups
11. Control and group leadership
12. Decision-making in organizations
13. Organization as a social environment

Literature:

1. 1. LUKÁŠOVÁ, R. - NOVÝ, I. A. K. Organizační kultura. 1. vyd. Praha: GradaPublishing, 2004. 176 s. ISBN 80-247-0648-2.
2. KETS, D. V. - M. The Leadership Mystique. FT PrenticeHall. 2006. 276 s. ISBN9781405840194
3. 3. DOBÁK, M. – ANTAL, Zs. Vezetésés Szervezés – Szervezetek kialakítása és működtetése. (Organizácia vedenia – Vytváranie a riadenie organizácií) Budapest: Aula Könyvkiadó. 2010. 480 s. ISBN 978-963-9698-89-5
4. ROEBUCK C. Hatékonyvezetés. (Účinné riadenie) Scolar Kft. 2011. 96 s. ISBN978-963-2442-47-1
5. 5. KARÁCSONY, P. (2020). The new waves in human resources management: Possibilities and tendencies. Dunajská Streda, Szlovákia: TADO Production, ISBN: 9788081223532

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

Hungarian Language

Notes:

Distribution of student workload:

50% load - participation in lectures and exam preparation

50% workload - participation in seminars and preparation of the dissertation to be submitted

Evaluation of subjects

Total number of evaluated students: 371

A	B	C	D	E	FX
45.55	29.11	17.25	4.58	2.96	0.54

Teacher: Dr. habil. Ing. Peter Karácsony, PhD., Mgr. Dávid Szabó, PhD.

Date of last update: 20.05.2024

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/EMPdm/ OSP/22	Name: Organizational Behaviour
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: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The final evaluation of the student is a comprehensive evaluation of the student's work done during the semester. It consists of three separate partial evaluations. Condition of completing the course: - Elaboration of term paper based on the pre-agreed issue closely related to the theoretical content of the course. It accounts for 35% of the final evaluation. - Elaboration of case study, which accounts for 15% of the final evaluation - Final written test, which accounts for 50% of the final evaluation. Condition for the successfully passed exam is at least 50% success in all parts of the assessment process. The course assessment is in accordance with the Study Regulations of J. Selye University. It is based on the following scale: A – excellent (90-100%), B – very good (80-89%), C – good (70-79%), D – satisfactory (60-69%), E – sufficient (50-59%), FX – not sufficient (0-49%). Credits are not awarded for a student who obtains less than 50 points from the overall assessment.	
Results of education: Results: The student acquires the basic knowledge about the patters of human behaviour in organizational environment resp. in social processes within the organization. He/she will be able to contribute to preservation of corporate culture in a new business environment or interpersonal relationships. Completing the course, the student acquires the principles of the corporate culture and organizational behaviour. He/she will be able to lead a team. The course contributes to acquisition of knowledge, skills and competencies outlined in the course description. Knowledge: The student will understand the structure, functioning and the system of business relations, environmental factors, which determine the steps companies make, as well as the information and motivation factors of economic decisions.	

The student will obtain extensive managerial and organizational knowledge.

Skills:

In addition to performing tasks and gaining practical knowledge as well as experience, the student will be able to start a business; plan and manage complex process and manage resources.

Competencies:

The student will learn to be responsible for his/her work, organization or business, the employees he/she is managing, and the business partners.

He/she will identify the problems independently, will plan and organize the overall and professional development of his/her employees, as well as takes on responsibility.

Brief syllabus:

1. Introduction to the course (structure of the course and its relation to other subjects, definition of expectations)
2. Organizational behaviour
3. Efficiency of the individual
4. Employee motivation
5. Individual and the team
6. Team and the organization
7. Power in organization and the organizational policy
8. Leadership
9. Organizational culture
10. Conflicts and solutions within the organization
11. Organizational change
12. Intra-organizational trainings
13. New trends in organizational behaviour

Literature:

1. BIRKNEROVÁ, Z. Organizačné správanie: od teórie k aplikácii v praxi. Pezinok: ViaBibliotheca. 2011. 204 s. ISBN 978-80-89527-01-4
2. RUDY, J. – SULÍKOVÁ, R. – LUPTÁKOVÁ, S. – VARGIC, B. Organizačné správanie. Bratislava: FABER. 2001. 345 s. ISBN 80-89019-07-2
3. ALEXY, J. – BOROŠ, J.- SIVÁK, R. Manažment ľudských zdrojov a organizačné správanie. Prešov: Iris, 2004. 256 s. ISBN 8-0-8901-85-99
4. BAKACSI, GY. Szervezeti magatartás és vezetés. Budapest: Aula Kiadó. 2006. 344 s. ISBN9-6-3958-5-49-1
5. BENCSIK, A. – MACHOVÁ, R. - CSÓKÁS, L. Leadership és szervezeti magatartás. Komárno: Selye János Egyetem, 2018, 108 old. ISBN 978-80-8122-275-7.
6. BENCSIK, Andrea, Renáta MACHOVÁ a Silvia TÓBIÁS KOSÁR. Znalostný manažment v praxi: Metódy a postupy na príkladoch z praxe. 1. vyd. Brno: Tribun EU, 2013. 132 s. ISBN 978-80-263-0390-9.
7. MACHOVÁ, Renáta a Ladislav MURA. Zhodnotenie organizačnej kultúry a znalostného manažmentu vo verejnej správe v kontexte odborného rastu zamestnancov. 1. vyd. Brno: Tribun EU, 2015. 127 s. [6,35 AH]. ISBN 978-80-8122-117-0.

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

Hungarian languages

Notes:

Student workload:

- active participation on lectures and seminars – 17%
- preparation for seminars and preparation for term paper – 15%

- preparation and presentation of term paper – 28%
- . preparation for written exam – 40%

Evaluation of subjects

Total number of evaluated students: 491

A	B	C	D	E	FX
39.1	28.31	21.18	7.94	2.44	1.02

Teacher: Dr. habil. Ing. Renáta Hajabáč Machová, PhD., Mgr. Klaudia Balázs

Date of last update: 20.05.2024

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/EMPdm/ PRM/22	Name: Project Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 1 / 1 For the study period: 13 / 13 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The assessment and successful completion of the course consists of 3 parts: 1. Active participation in the solution of practical tasks (15 points) - for the successful completion of the subject it is necessary to develop practical skills with individual or group work (individual work based on theoretical knowledge, group solution of case studies). The tasks are solved in writing. A maximum of 15 points can be obtained for solving practical task. 2. Seminar work - project plan (25 points) - prerequisite for the successful completion of the subject is the elaboration of a project plan in groups in writing, based on the acquired knowledge. A total of 25 points can be earned for the part of the project. 3. Final evaluation (60 points) - successful completion of the written final test, which includes theoretical and practical questions, is required for successful completion of the subject. To pass the written test, it is necessary to achieve at least 30 out of the maximum 60 points that can be obtained (in addition to the points earned by Active participation in the solution of practical tasks and the project plan). Complex / final evaluation: the total evaluation is the sum of the points achieved by the student during the evaluated period during the evaluation of the active participation in the practical tasks, the project plan and the final evaluation. The final grade is determined in accordance with the SJE's internal regulations (SJE Study Rules) on the basis of the following six-point grading scale: A - excellent - 90 -100%, B - very good - 80 -89%, C - good - 70 -79%, D - medium - 60 - 69%, E - sufficient - 50 -59%. FX - insufficient - 0 -49%. A student who does not receive a minimum of 50 points from the final grade will not receive credit for this subject	
Results of education: Upon successful completion of the course students will become familiar with the processes of project design and implementation, as well as the organizational role of project management. By completing the course, students will master the methods of project management and differentiate the tools of project planning in theory and practice. Knowledge	

After completing the subject, the student has the following knowledge:

- Knows the planning, management and ethical standards of the company, business organization and project.
- Understands the structure, operation and relationship system of enterprises, the environmental factors that determine the behavior of enterprises, the information and motivational factors of economic decisions.
- Knows the evaluation of financing sources necessary for the implementation of development (change) and the methods of financial return analysis.
- Has extensive management and organizational knowledge.

Skills

Upon successful completion of the course, the student will:

- It formulates independent new conclusions, original ideas and solutions, is able to apply demanding analysis and modeling methods to develop strategies for solving complex problems, to make decisions, in a changing domestic and international environment, as well as in an organizational culture.
- Develops an individual position based on one's own analysis, is able to present it and represent it in a debate.
- Ability to participate in a large and complex project, group problem solving, lead, organize and evaluate the activity as a leader.

Competences

Upon successful completion of the course, the student will:

- Independently selects and applies the relevant problem-solving methods in areas important for organizational policy, strategy and management, and independently performs economic analysis and consulting tasks.
- Analyzes and evaluates the experience of the operation of the company, manages the responsibility that the results obtained during the analyzes and practical procedures also depend on the chosen method.
- Gives lectures and conducts debates independently. Participates independently and responsibly in the work of professional forums inside and outside the business organization.

Brief syllabus:

1. Introduction to project management, projects and project typologies
2. The relationship between project management, project and application
3. Organizational structures of project management. The impact of project offices on project management processes
4. Project life cycle, project process characteristics.
5. Basics of project planning. Stakeholder management, analysis of the environment and influence of stakeholders.
6. Planning project plan activities. Tools for time planning and project execution. Analysis of the opportunities and risks of apparent activities.
7. Peculiarities of project team formation, characteristics and advantages of teamwork, project manager roles.
8. Closing project planning. Logframe method, logical frame matrix.
9. Project execution strategies, elements of optimal project strategy
10. Uncertainty assessment, risk management. Methods and tools of risk management analysis. Risk management policies.
11. Project success requirements. Project marketing
12. Project management competence. Project communication management
13. Project management in practice, presentation of project plans

Literature:

1. BENCSIK, A. Menedzsment- és projekttechnikák. Veszprém: Pannon Kiadó, 2005. 438 s. ISBN 978-963-9495-68-9
2. BENCSIK, A. Change, Project, Knowledge : Symbiosis of change and project management to build knowledge management system . Saarbrücken : LAP LAMBERT Academic Publishing, 2012. 188 s. ISBN 978-3-659-21658-9.
3. CLELAND, D. – IRELAND, L. Project Management: Strategic Design and Implementation. New York: McGraw-Hill Professional, 2007. ISBN 978-007-1471-60-2
4. GÖRÖG, M. A projektvezetés mestersége. Budapest: AULA Kiadó, 2007. 376 s. ISBN 978-963-9478-5-72
5. HENCZI L. – MURVAI L. Projekttervezés és projektmenedzsment. Saldó Kiadó Zrt., 2012. 184 s. ISBN 978-963-6384-09-8
6. KREMEŇOVÁ, I. Projektový manažment. Bratislava: EDIS, 2009. 442. s. ISBN978-805-5401-48-5
7. MAJTÁN, M. Projektový manažment. Bratislava: Sprint dva, 2009. 299. s. ISBN978-808-9393-05-3
8. PMBOK ® Guide (2019): Projektmenedzsment útmutató. Akadémiai Kiadó, Budapest. 6 kiadás, ISBN 978-963-454-351-0. 676 o.
9. TAKÁCS, L. (2010): Projekt menedzsment. Universitas-Győr, Győr. 146 o.
10. VIDA, K. Projektmenedzsment útmutató: Projektmenedzsereknek, projektmenedzserektől. Budapest: Akadémiai Kiadó, 2019. 678 s. ISBN 978-963-454-351- 0.
11. WONG, Y. Nyolc nélkülözhetetlen humán készség a projektmenedzsmentben : Hogyan oldjuk meg csoportvezetőként a leggyakoribb humán-erő-problémákat? Budapest : Pallas Athéné Könyvkiadó, 2019. 309 s. - ISBN 978-615-5884-30-6.

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

Hungarian language

Notes:

Distribution of student workload:

- 60% load - participation in lectures, preparation for exams,
- 40% load - participation in seminars, solution of practical cases, practice of the acquired knowledge, study of the literature, written examination, elaboration of a project plan

Evaluation of subjects

Total number of evaluated students: 449

A	B	C	D	E	FX
16.26	24.94	27.62	23.39	7.35	0.45

Teacher: PhDr. Silvia Tóbiás Kosár, PhD.**Date of last update:** 20.05.2024**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/EMPdm/ PZP/22	Name: Preparation for Final Work
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student's work is evaluated on the basis of the following criteria: - analytical-synthetic thought processes of the student, - expression of own opinion supported by theoretical knowledge, - determination of problems and goals of work, method of processing, - structure of consulted work - logical continuity and balance of individual parts, - work with literature and information sources (selection of the method of their use), - compliance with basic standards for formal work, compliance with citation standards, - aesthetic and linguistic aspects of student work, - fulfillment of tasks agreed with the teacher. seminars. Final evaluation: A - 100 - 91%, B - 90 - 81%, C - 80 - 71%, D - 70 - 61%, E - 60 - 50%. Credits will not be awarded to a student who does not reach 50%.	
Results of education: Knowledge: The student is able to: - state and explain the general requirements for the creation of the final thesis, describe and characterize the content structure of the final thesis and its individual parts (introduction, main text, appendices), - explain the terms phenomenon, fact, state and describe types of economic research - characterize the basic methods of data collection in the final work and methods of their processing, - name the basic requirements for the author of the professional text, characterize and describe the model, properties of the professional text and its formal construction, - name and explain the formal requirements for the final work, - define the term abstract, describe the structure of the abstract, characterize the features of a quality abstract, state the most common mistakes in creating abstracts, distinguish the abstract from annotation, summary, summary, overview, - explain the terms quote, citation, citation, paraphrase, compilation, plagiarism, distinguish quote from paraphrases, to illustrate the various techniques of quoting and referring to p examples, - define and interpret in their own words the basic concepts and motives in the field of the selected topic, - know the basic terms of the work, - clarify the terms used in the work, - theoretically create (process) the final work with all the necessary elements, - analyze and justify conclusions of the work, - critically analyze the acquired knowledge, re-evaluate it and use it in theory. Skills: The student is able to: - write the project of the final thesis, - explain the methodological rules of the thesis, - define the problem and goal of the thesis, formulate possible hypotheses, - plan the time schedule of the thesis, - work with professional literature (with primary and secondary sources, search for information in information book databases), - on the basis of	

acquired knowledge create a text with logical and accurate formulation of ideas, create a quality abstract, write an introduction, conclusion to the article, final work respecting the requirements, - present knowledge - apply knowledge of ethics and citation techniques in the creation of professional text, - correctly use the various methods of citation and referencing, recording bibliographic references, - in the practical level to create (process) the final work with all necessary - analyze, synthesize and order to develop knowledge and on this basis to propose solutions, - to draw conclusions and recommendations for practice on the basis of critical analysis, - to critically analyze the acquired knowledge, re-evaluate it and use it in practice, - to present, discuss and justify their knowledge in terms of planned work objectives, outputs of the activity within the whole study group and in front of the teacher and justify their importance and practical application, - complete the final thesis and prepare for its public defense, - classify the strengths and weaknesses of the final thesis as well as the thesis itself, - critically evaluate possibilities of applying methods and approaches in the chosen work and creatively designing the possibilities of their application, - independently acquiring new knowledge from the chosen area using the acquired skills, - applying theoretical knowledge to economic / managerial practice. Competences: The student - realizes the need and importance of adhering to academic ethics and etiquette for his student and future life, - behaves in accordance with the rules of social behavior, - has mastered the basics of social protocol, can dress properly and put on a state exam, - adheres to the ethics of citation, - expresses its beliefs and opinions directly and honestly, but at the same time can recognize that the other party also has the right to its own opinion, - bears the consequences and accepts responsibility for its actions.

Brief syllabus:

1. Science as a part of human culture, scientists and scientists.
2. Institutional provision and management of scientific work.
3. The most important forms of scientific work. Methods and methodology of scientific research.
4. Writing professional and scientific articles and works.
5. Specifics of the work of the scientific community, evaluation of scientific work and qualifications.
6. Scientific and technical information, basics of scientific ethics, plagiarism.
7. Determining the goals of the bachelor thesis.
8. The structure of the bachelor's thesis and its formal arrangement (internal rules of the university).
9. Preparation of a work plan for a bachelor's project.
10. Compilation of time schedule.
11. Organization and implementation of work, planning of research activities and their implementation.
12. Processing, interpretation of the results of independent scientific work.
13. Presentation of the results of independent scientific work

Literature:

1. Aktuálna Smernica rektora č. 2/2021 o úprave, registrácii, sprístupnení a archivácii záverečných prác na Univerzite J. Selyeho.
2. KATUŠČÁK, D. Ako písať záverečné a kvalifikačné práce: ako písať bakalárske práce, diplomové práce, dizertačné práce. Nitra: Enigma, 2007. 162 s. ISBN 8089132454
3. LÁSZLÓ, K. Ako písať seminárnu, záverečnú a diplomovú prácu. Banská Bystrica: 2003. 35 s. ISBN 80-8070-143-1
4. TUREK, I. Ako písať záverečnú prácu. Bratislava: Metodické centrum v Bratislave, 1999. 28 s. ISBN 80-8045-161-3
5. BABBIE, E. A társadalomtudományi kutatás gyakorlata. (Prax spoločenskovedného výskumu) Budapest: Balassi, 2008. 600 s. ISBN 978-963-506-764-0

6. GONDA, V. et. al. Metodika vedeckej práce. Bratislava: Vydavateľstvo EKONÓM. 2009. 252 s. ISBN978-80-225-2797-24.

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

Hungarian Language and Slovak Language

Notes:

Distribution of student workload:

30% - participation in seminars / consultations with the thesis supervisor,

70% - preparation of the final thesis according to the instructions of the thesis supervisor

Evaluation of subjects

Total number of evaluated students: 498

A	B	C	D	E	FX
64.46	20.88	6.02	1.61	5.62	1.41

Teacher:

Date of last update: 20.05.2024

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/EMPdm/ ROP/22	Name: Family Business
Types, range and methods of educational activities: Form of study: Lecture Recommended extent of course (in hours): Per week: 2 For the study period: 26 Methods of study: present	
Number of credits: 3	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: During the semester, the student solves a case study. At the end of the course, he/she takes a written exam, a success rate of at least 50% is required for an E rating. In order to obtain an A rating, a total of at least 90 points must be scored, at least 80 points to receive a B rating, at least 70 for a C rating, a D rating of at least 60 points and an E rating of at least 50 points.	
Results of education: The aim of the subject is to adopt the specificity of relationships in the family business, both theoretically and practically. To highlight the importance and benefits of this form of entrepreneurship, especially for a particular target group, and that is the younger generation or potential entrepreneurs. After completing the subject, the student is able to run the family business. The subject contributes to the development of the following knowledge, skills and competences: Knowledge: The student has a wide range of knowledge from family business. He knows the peculiarities and peculiarities of this form of business, the ways of managing the family business, the transfer of knowledge from the older generation to the younger one. He knows the pros and cons of doing business in the form of family businesses. Skills: The student is able to correctly apply the management tools applied in family businesses, he can detect current and potentially threatening problems in the business and the possibilities of solving them. It controls motivational tools for working with other family members in the business. Competence: The student is able to work independently even in the restricted team (family circle). He is responsible for the selection of management tools in the management of the family business and is aware of the consequences of these decisions. It can share opinions, approaches and transfer knowledge for the next generation, it shapes the corporate culture.	
Brief syllabus: 1. Introduction to family business 2. Characteristics of family businesses 3. Establishment of family businesses	

<ul style="list-style-type: none"> 4. Specificities of family businesses 5. Problem of succession in family businesses 6. Female entrepreneurs 7. Business economy of family businesses 8. Management of the family business 9. Marketing of the family business 10. Institutional support for family businesses 11. Financial support for family businesses 12. Perspectives of family businesses 13. Social and ethical level of family business 												
<p>Literature:</p> <ul style="list-style-type: none"> 1. KORÁB, V. - HANZELKOVÁ, A. - MIHALISKO, M. Rodinné podnikání. Brno: Computer Press, 2008. 166 s. ISBN 978-80-251-1843 2. MURA, L. 2013. Családi vállalkozás alapjai. Komárno: Univerzita J. Selyeho, 2013, 149 s. ISBN 978-80-8122-078-4. 3. MURA, L., HALASI, D., VLACSEKOVÁ, D. 2018. Bevezetés a családi vállalkozásba - Úvod do rodinného podnikania. Komárno: Univerzita J. Selyeho, 2018, 160 s. ISBN 978-80-8122-292-4 4. MURA, L. 2017. Základy etiky. Bratislava: PEVŠ, 2017, 80 s. ISBN 978-80-89453-35-1 5. STRÁŽOVSKÁ, Ľ. 2018. Marketing malých, stredných a rodinných podnikov. Bratislava: Sprint 2, 156 s. ISBN 978-80-89710-43-0 												
<p>Language, knowledge of which is necessary to complete a course: Hungarian language</p>												
<p>Notes: Distribution of student workload: 50% load - attending on lectures, scientific literature study 50% load - preparation of a case study, preparation on exam</p>												
<p>Evaluation of subjects Total number of evaluated students: 495</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>42.02</td> <td>29.9</td> <td>20.81</td> <td>3.03</td> <td>4.04</td> <td>0.2</td> </tr> </tbody> </table>	A	B	C	D	E	FX	42.02	29.9	20.81	3.03	4.04	0.2
A	B	C	D	E	FX							
42.02	29.9	20.81	3.03	4.04	0.2							
<p>Teacher: doc. PhDr. Mgr. Ing. Ladislav Mura, PhD., MSc.</p>												
<p>Date of last update: 20.05.2024</p>												
<p>Approved by: prof. Dr. Andrea Bencsik, CSc.</p>												

INFORMATION SHEET

Name of the university: J. Selye University	
Name of the faculty: Faculty of Economics and Informatics	
Code: KM/EMPdm/ SMM/22	Name: Social media marketing
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1., 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student assessment consists of three parts, a group seminar work (30 points), a group elaboration of the presentation (40 points) and a final exam (30 points). Method of examination - exam. A minimum of 90 points is required for grade "A", a minimum of 80 points for grade "B", a minimum of 70 points for grade "C", a minimum of 60 points for grade "D" and a minimum of 50 points for grade "E".	
Results of education: Knowledge Knows the basic concepts, facts, main characteristics and contexts of agricultural production and the economy of agriculture as a whole, the relevant actors in the economy of agriculture, functions and processes at the domestic and international level Knows and understands basic and comprehensive concepts, theories, characteristics and contexts and research direction of business development. Understands the structure, functioning and system of business relations, environmental factors that determine the behavior of enterprises, an information and motivating factor in economic decisions. Skills Formulates separate new conclusions, original ideas and solutions, can apply challenging methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. He will prepare an individual opinion based on his own analysis, he can present it and so on represent in discussions. Competences Independently selects and applies relevant methods of problem solving in areas important from in terms of organizational policy, strategy and management, independently performs economic analyzes and consulting tasks. He takes responsibility for his work, the organization / business he manages, the employees and relationships with partners His work is characterized by independent and responsible consideration and takes into account economic and non-economic implications in the formulation of technical issues.	

Brief syllabus:

1. Introduction to the world of social media
2. Social media vs. traditional marketing
3. Theoretical approximations of social media
4. Marketing communication strategies, the role of social media in the field of marketing communication
5. Social media marketing platforms
6. Advertising on social media
7. Social media marketing
8. Content strategy creation - Digital storytelling
9. Brand identity on different channels
10. Search engine optimization (SEO), online advertising, social media management
11. Social media community management
12. Analysis and measurement of the effectiveness of social media marketing
13. Presentations

Literature:

1. Eszes, I.: Digitális gazdaság – Az e-kereskedelem marketinges szemmel. Nemzeti Tankönyvkiadó: Budapest, Magyarország, 2012; pp. 1-375.
2. Bishop, M.: Healthcare Social Media for Consumer Informatics. In Consumer Informatics and Digital Health, 1st ed.; Edmunds, M., Hass, C., Holve, E.: Springer International Publishing: Cham, Switzerland, 2019, pp. 61-86, https://doi.org/10.1007/978-3-319-96906-0_4
3. Kapoor, K.K., Tamilmani, K., Rana, P.N., Patil, P., Dwivedim K.Y. and Nerur, S.: Advances in Social Media Research: Past, Present and Future. Information Systems Frontiers, 2018, Volume 20, pp. 531-558. <https://doi.org/10.1007/s10796-017-9810-y>
4. Kotler, T.P. and Armstrong, G.: Principles of Marketing. Pearson Education: New York, United States, 2017, pp. 1-736.
5. Carr, T.C. and Hayes, A.R.: Social Media: Defining, Developing, and Divining. Atlantic Journal of Communication, 2015, Volume 23, pp. 46-65. <https://doi.org/10.1080/15456870.2015.972282>

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

Hungarian language

Notes:

Distribution of student workload:

40% load - lectures, and exam preparation

60% load - group seminar work during the semester, elaboration of a presentation, written final exam

Evaluation of subjects

Total number of evaluated students: 0

a	n
0.0	0.0

Teacher: Mgr. Vanessza Bölcsová, Dr. habil. Ing. Renáta Hajabáč Machová, PhD.**Date of last update:** 20.05.2024**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/EMPdm/ SMN/22	Name: Strategic Management
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 2 / 1 For the study period: 26 / 13 Methods of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The final evaluation of the student is a comprehensive evaluation of the student's work done during the semester. It consists of three separate partial evaluations. Condition of completing the course: - Elaboration of term paper based on the pre-agreed issue closely related to the theoretical content of the course. It accounts for 20% of the final evaluation. - Elaboration of case study, which accounts for 20% of the final evaluation - Final written test, which accounts for 60% of the final evaluation. Condition for the successfully passed exam is at least 50% success in all parts of the assessment process. The course assessment is in accordance with the Study Regulations of J. Selye University. It is based on the following scale: A – excellent (90-100%), B – very good (80-89%), C – good (70-79%), D – satisfactory (60-69%), E – sufficient (50-59%), FX – not sufficient (0-49%). Credits are not awarded for a student who obtains less than 50 points from the overall assessment.	
Results of education: Successful completion of the course will make the student able to master the basic concepts of strategic thinking and development stages of strategic thinking in terms of global aspect. The student will be able to apply the theoretical and methodological basis of strategic management, prepare strategic analysis and elaborate a company strategy maintaining a logical sequence of steps. The course contributes to acquisition of knowledge, skills and competencies outlined in the course description. Knowledge: The student will understand the structure, functioning and the system of business relations, environmental factors, which determine the steps companies make, as well as the information and motivation factors of economic decisions. The student will obtain extensive managerial and organizational knowledge.	

Skills:

In addition to performing tasks and gaining practical knowledge as well as experience, the student will be able to start a business; plan and manage complex process and manage resources.

Competencies:

The student will learn to be responsible for his/her work, organization or business, the employees he/she is managing, and the business partners.

He/she will identify the problems independently, will plan and organize the overall and professional development of his/her employees, as well as takes on responsibility.

Brief syllabus:

1. Introduction to strategic management, definition of basic concepts of strategic management (strategy, tactic, strategic thinking, strategic management).
2. The origin and development of strategic management. Main approaches in the theory of strategic management.
3. The system and components of strategic management (vision, mission, organization, company culture), levels of strategic management.
4. The process of strategic management, examining the business environment, formulating strategies, implementation of strategies, strategic control.
5. Classification of the business environment (external business environment, internal business environment).
6. Analysis of the external and internal business environment.
7. Examining the business environment, Porter's Model of 5 Forces, analysis of the sector's activity (structure, growth, profitability of the sector).
8. Formulation of strategies, formulation of core strategy of business applying SWOT analysis, forming strategies in different branches of business using BCG matrix and GE matrix.
9. Competitive strategies. Porter's business strategies.
10. International business strategies.
11. Functional strategies (marketing, scientific-technical, personnel, financial).
12. Implementation of strategies, the importance of information technologies in making strategic decisions.
13. Strategic control in the company.

Literature:

1. ZSIGMOND, T., MACHOVÁ, R., BENCSIK, A. Stratégiai menedzsment. 1. vyd. Komárno: Univerzita J. Selyeho, 2020. 183 s. ISBN 978-80-8122-372-3.
2. SLÁVIK, Š. Strategický manažment. Bratislava: Sprint dva. 2009. 404 s. ISBN 978-80-89393-08-4
3. PAPULA, J. Vývoj teórie strategického manažmentu pod vplyvom meniaceho sa prostredia. Bratislava: Karprint. 2004. 278 s. ISBN 80-88870-40-2
4. BENCSIK, A. – MACHOVÁ, R. - CSIBA, ZS.: Válogatott esettanulmányok. (Vybrané prípadové štúdie pre vyšší stupeň) Komárno: Univerzita J. Selyeho v Komárne, Ekonomická fakulta, 2013, s. 104. ISBN 978-80-8122-068-5.
5. DONNELLY, J. H. – IVANCEVICH, J. M. Management. Praha: Grada Publishing. 2008. 824 s. ISBN 80-7169-422-3
6. CHARLES, W. L. H. - GARETH, R. J. Management theory: an integrated approach. Boston MA: Houghton Miffla Strategic. 2010. 458 s. ISBN 978-053-875-10-70
7. BALATON, K. – HORTOVÁNYI, L. – INCZE, E.– LACZKÓ, M. – SZABÓ, Zs. R. – TARI, E. Stratégiai menedzsment. Budapest: Aula Kiadó Kft. 2010. 338 o. ISBN 978-963-9698-81-9
8. BALATON, K. – HORTOVÁNYI, L. – INCZE, E.– LACZKÓ, M. – SZABÓ, Zs. R. – TARI, E. Stratégiai menedzsment. Budapest: Akadémiai Kiadó. 2017. 338 o. ISBN 978-963-0594-74-5

Language, knowledge of which is necessary to complete a course: Hungarian languages					
Notes: Student workload: <ul style="list-style-type: none"> • active participation on lectures and seminars – 17% • preparation for seminars and preparation for term paper – 15% • preparation and presentation of term paper – 28% • preparation for written exam – 40% 					
Evaluation of subjects Total number of evaluated students: 566					
A	B	C	D	E	FX
30.57	23.14	21.91	15.37	6.54	2.47
Teacher: Dr. habil. Ing. Renáta Hajabáč Machová, PhD., Mgr. Tibor Zsigmond, PhD.					
Date of last update: 20.05.2024					
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/EMPdm/ SPO/22	Name: Thesis Writing
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student participates in the seminars. The condition for completing the subject is the elaboration of a seminar paper and its presentation in the form of a short lecture within the framework of the seminar lesson.	
Results of education: The aim of the subject is to prepare students for writing a good quality thesis work. Furthermore, to familiarise students with the principles of thesis writing. Beside basic stylistic features and generally used guidelines the students in their second level of university studies get acquainted with the methods used in management and the principles of conducting research. Knowledge: He/She is in possession of modern, theoretically demanding mathematical-statistical, econometric and modeling methods of problem recognition, formulation and solution, and also knows their limitations. Skill: It systematizes and critically analyses the revealed professional sources and data, also with the help of infocommunication technology tools. Competence: His/Her work is characterized by the independent and responsible consideration and consideration of the economic and non-economic consequences when formulating professional questions.	
Brief syllabus: 1. The basic rules of writing, editing and the structure of the thesis work 2. Study of book and journal literature 3. Preparation of a literature review 4. Development of conceptual framework for research - conceptualization 5. Operationalization 6. Formulation of research goals, 7. Formulation of hypotheses 8. Data collection planning - measurement methods and data types 9. Planning data collection - defining variables	

10. Quantitative research methods
11. Qualitative research methods
12. Processing of research results
13. Oral presentation

Literature:

1. BABBIE, E. A társadalomtudományi kutatás gyakorlata. (Prax spoločenskovedného výskumu) Budapest: Balassi, 2008. 564 s. ISBN 978-963-506-764-0
2. CIBÁKOVÁ, V. a kol. Ako písať záverečnú prácu. Bratislava: Vysoká škola ekonómie a manažmentu verejnej správy, 2010. 67 s. ISBN978-80-970272-5-4
3. MALHOTRA, N.K. – SIMON, J. Marketingkutatás. Budapest: Akadémiai kiadó, 2017. 832 old. ISBN: 978 963 05 9867 5
4. GHAURI, P. – GRONHAUG, K.: Kutatásmódszertan az üzleti tanulmányokban. Budapest: Akadémiai kiadó, 2011. 294 old. ISBN9789630589789

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

Hungarian language

Notes:

Distribution of student workload:

13% - attendance at seminars

87% - preparation of a seminar paper and preparation for presentation

Evaluation of subjects

Total number of evaluated students: 556

A	B	C	D	E	FX
26.44	20.32	26.26	14.93	9.17	2.88

Teacher: PhDr. Erika Seres Huszárík, PhD.

Date of last update: 20.05.2024

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/ EMPdm/ZHS/22	Name: Green economy
Types, range and methods of educational activities: Form of study: Lecture / Seminar Recommended extent of course (in hours): Per week: 0 / 1 For the study period: 0 / 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1., 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The condition for the successful completion of the course is the participation in the classes min. 80% and from a set of tasks to solve a predefined task (giving a presentation, submitting a project).	
Results of education: The aim of the course is to introduce students to the topic of green economy. They will gain knowledge on green growth, the circular economy, energy efficiency and sustainable development. The course develops an approach for the student to consider environmental considerations in their decisions. The course contributes to the acquisition of the following knowledge, skills and competence elements in the topics outlined in the course: Knowledge: He is familiar with the process of European integration and the policies of the European Union related to its activities. Skill: Able to recognize the requirements and development opportunities arising from international business development trends and European policies. Competence: His work is characterized by the independent and responsible consideration and consideration of the economic and non-economic consequences when formulating professional questions.	
Brief syllabus: 1. Introduction to the Green Economy - Global and EU Green Economy Processes 2. Efficient resource management 3. Green growth 4. Circular economy 5. Sustainable development 6. R&D + Eco-innovation 7. Environmental management 8. Financing and the green economy 9. Good practice I: Adapting to climate change	

10. Good practices II: circular economy 11. Good practice III: sustainable transport 12. Good practice IV: energy efficiency 13. Good practice A: Sustainable management	
Literature: 1. KERRY E .: Amit is an interest in learning. Budapest: Corvina Kiadó, 2019. - 94 s. - ISBN 978 963 13 6620 4. 2. Scenarios for nature SR up to 2050: https://www.enviroportal.sk/uploads/report/10621.pdf 3. Current world, European and national strategic documents Eg .. Agenda 2030, Green Deal, Green Recovery Plan	
Language, knowledge of which is necessary to complete a course: Hungarian	
Notes: Distribution of student workload: 50% load - participation in the seminar 50% load - preparation of the undertaken task	
Evaluation of subjects Total number of evaluated students: 4	
a	n
100.0	0.0
Teacher: Mgr. Klaudia Balázs, 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: KM/EMPdm/ ZM/22	Name: Green marketing
Types, range and methods of educational activities: Form of study: Seminar Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 2., 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The student assessment consists of three parts, a group seminar work (30 points), a group elaboration of the presentation (40 points) and a final exam (30 points). Method of examination - exam. A minimum of 90 points is required for grade "A", a minimum of 80 points for grade "B", a minimum of 70 points for grade "C", a minimum of 60 points for grade "D" and a minimum of 50 points for grade "E".	
Results of education: Knowledge Knows the basic concepts, facts, main characteristics and contexts of agricultural production and the economy of agriculture as a whole, the relevant actors in the economy of agriculture, functions and processes at the domestic and international level He knows the rules, professional and ethical standards of planning and project management and management organizations. Understands the structure, functioning and system of business relations, environmental factors that determine the behavior of enterprises, an information and motivating factor in economic decisions.	
Skills Formulates separate new conclusions, original ideas and solutions, can apply challenging methods of analysis and modeling, develop strategies to solve complex problems, make decisions in a changing domestic and international environment, as well as in organizational culture. He will prepare an individual opinion based on his own analysis, he can present it and so on represent in discussions.	
Competences Independently selects and applies relevant methods of problem solving in areas important from in terms of organizational policy, strategy and management, independently performs economic analyzes and consulting tasks. He takes responsibility for his work, the organization / business he manages, the employees and relationships with partners His work is characterized by independent and responsible consideration and takes into account economic and non-economic implications in the formulation of technical issues.	

Brief syllabus:

1. Causes of environmental problems
2. Global problems, humanitarian world crisis
3. Changes in consumer behavior and attitudes
4. Ecological footprint
5. The concept and characteristics of sustainable development
6. Environmentally conscious business management
7. Development and forms of eco-marketing
8. Tools and barriers to eco-marketing
9. Green production policy - ecological products policy
10. Green pricing policy
11. Green sales policy
12. Green advertising policy
13. Presentations

Literature:

1. Kerry Emanuel: Amit a klímaváltozásról tudunk. - 1. vyd. - Budapest : Corvina Kiadó, 2019. - 94 s. - ISBN 978 963 13 6620 4.
2. Kerekes Sándor, Szlávik János: A környezeti menedzsment közgazdasági eszközei. - Budapest : KJK Kerszöv, 2003. - 296 s. - ISBN 963 224 616 0.
3. Antal Z. László: Klímaparadoxon : Lehet-e harmónia természet és társadalom között?. - 1. vyd. - Budapest : L'Harmattan, 2015. - 200 s. - ISBN 978 963 236 886 3.
4. Buday-Sántha Attila: Környezet-gazdálkodás. - 4. jav. kiad. - Budapest : Dialóg-Campus Kiadó, 2009. - 240 s. - ISBN 963 19 0358 3.
5. Csutora Mária – Kerekes Sándor: A környezetbarát vállalatirányítás eszközei (KJK-Kerszöv Jogi és Üzleti Kiadó Kft, Budapest, 2004.)

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

Hungarian language

Notes:

Distribution of student workload:

40% load - lectures, and exam preparation

60% load - group seminar work during the semester, elaboration of a presentation, written final exam

Evaluation of subjects

Total number of evaluated students: 0

a	n
0.0	0.0

Teacher: PhDr. Enikő Kahler Korcsmáros, PhD., Mgr. Aranka Boros

Date of last update: 20.05.2024

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: KTVŠ/ VPA1a/22	Name: Leisure movement activities 1a
Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 1.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The following conditions shall apply to the subject: General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • various forms of kinesthetic activities: play balls, sultanas, swimming, aerobic exercise, body construction, exercise (kinesthetic activity selected by the student). General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • course evaluation criteria: active participation, completed — not completed. • Demonstration Of the sporting activity chosen By the student: In the case of game games - demonstration of the training of an attacker and defense; in the case Of swimming, - demonstration of the technical features of different swimming pools; fitness - demonstration of certain basic practices for different muscle groups and without devices; Assessment: Presentation of the elements of the selected sport activity - 20p. Final assessment: A: 100-91% B: 90-81 % C: 80 % TO 71 % D: 70 TO 61 % E: 60-51% FX: 50 % Total student workload (module 2): 1 credits = 30 hours participation in 13 hours of practical training (contact); 27 hours of self-training for the specific sport.	
Results of education: Knowledge: The student shall be able to apply the practical skills of the chosen sport. The student recognizes the relationship between the chosen sport and a healthy lifestyle. Capabilities: The student is familiar with the basic features and practices of the chosen sport. The student can expand his knowledge and self-training. Competences: The student can also apply the knowledge acquired to the active use of leisure time. The student is able to independently plan the activity and expand his knowledge.	
Brief syllabus:	

<p>Understand the importance of physical activity as an essential part of everyday life and its impact on mental and physical health. Learn about football/football, table tennis, basketball, flyball rules (according to selected sports activities). Speech - different muscle groups of the body, from several aspects. Preparation of a series of practice in aerob aerobic and step aerobic, aerobic vessels. Stand-alone balls in my gymnasium. According to the selected ball roll. Kinesthetic activities in different load zones — according to the sport activities selected. Preparation of a weekly microcycle plan to improve aerobic capacity.</p>	
Literature:	
Language, knowledge of which is necessary to complete a course:	
Notes:	
Evaluation of subjects	
Total number of evaluated students: 7	
a	n
100.0	0.0
Teacher: Dr. habil. PaedDr. Beáta Dobay, PhD., PaedDr. Peter Židek	
Date of last update: 28.05.2024	
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: KTVŠ/ VPA1b/22	Name: Leisure movement activities 1b
Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 2.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The following conditions shall apply to the subject: General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • various forms of kinesthetic activities: play balls, sultanas, swimming, aerobic exercise, body construction, exercise (kinesthetic activity selected by the student). General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • course evaluation criteria: active participation, completed — not completed. • Demonstration Of the sporting activity chosen By the student: In the case of game games - demonstration of the training of an attacker and defense; in the case Of swimming, - demonstration of the technical features of different swimming pools; fitness - demonstration of certain basic practices for different muscle groups and without devices; Assessment: Presentation of the elements of the selected sport activity - 20p. Final assessment: A: 100-91% B: 90-81 % C: 80 % TO 71 % D: 70 TO 61 % E: 60-51% FX: 50 % Total student workload (module 2): 1 credits = 30 hours participation in 13 hours of practical training (contact); 27 hours of self-training for the specific sport.	
Results of education: Knowledge: The student shall be able to apply the practical skills of the chosen sport. The student recognizes the relationship between the chosen sport and a healthy lifestyle. Capabilities: The student is familiar with the basic features and practices of the chosen sport. The student can expand his knowledge and self-training. Competences: The student can also apply the knowledge acquired to the active use of leisure time. The student is able to independently plan the activity and expand his knowledge.	
Brief syllabus:	

1. Understand the importance of physical activity as an essential part of everyday life and its impact on mental and physical health.
2. Master the rules of the game and be able to apply it properly with a - football/football, table tennis, basketball, volleyball (according to selected sports activities).
3. Master and be able to apply it properly during the game - master the rules of the table tennis.
4. Master and be able to apply the rules of the basketball, volleyball.
5. The use of various aids at training sessions - selected sports activities.
6. Preparation of a set of practice required for aerobic loading in aerobate (3x8 cycles)
7. Preparation of series of practice required for aerobic loading in step aerobate (3x8 cycles).
8. Own sports games, taking into account the circumstances of the gymnasium, according to a selected sporting activity.
9. Acquisition of fast-swimming techniques — practices of headings.
10. Carrying out exercises in zones with different load intensities — with cyclical movements.
11. Conscious development of virtue - selected sporting activities.
12. Prepare a week microcycle plan to develop anaerobic capabilities.
13. Exit survey in selected sport.

Literature:

1005 röplabda játék és gyakorlat / Edi Bachmann, Martin Bachmann. - 1. vyd. - Budapest-Pécs : Dialóg Campus Kiadó, 2000. - 344 s. - ISBN 963 9123 84 6.

1006 kosárlabda játék és gyakorlat / Peter Vary. - 1. vyd. - Budapest-Pécs : Dialóg Campus Kiadó, 2001. - 317 s. - ISBN 963 9123 85 4.

1008 torna játék és gyakorlat : Kézikönyv tanároknak, edzőnek, játékosoknak / Ursula Häberling-Spöhel. - 1. vyd. - Budapest - Pécs : Dialóg Campus Kiadó, 2003. - 271 s. - ISBN 963 9310 93 x.

1014 asztalitenisz játék és gyakorlat : Kézikönyv tanároknak, edzőknek, játékosoknak / Harry Blum. - 1. vyd. - Budapest - Pécs : Dialóg Campus Kiadó, 2004. - 323 s. - ISBN 963 9542 07 5.

Die fitnesspyramide / Bob Anderson, Ed Burke. - Ulm : Franz Spiegel Buch GmbH, 1997. - 117 s. - ISBN 3585335258.

Sport a családban / Takács László. - Budapest : Sport, 1973. - 380 s. - ISBN 963 253 512 x.

Pohybová aktivita v životnom štýle dospelých z hľadiska zdravia/ Beáta Dobay-Elena Bendíková, 2016. ISBN 978-963-12-7613-8

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

Hungarian language, Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 7

a	n
100.0	0.0

Teacher: Dr. habil. PaedDr. Beáta Dobay, PhD., PaedDr. Peter Židek

Date of last update: 28.05.2024

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: KTVŠ/ VPA2a/22	Name: Leisure movement activities 2a
Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 3.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The following conditions shall apply to the subject: General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • various forms of kinesthetic activities: play balls, sultanas, swimming, aerobic exercise, body construction, exercise (kinesthetic activity selected by the student). General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • course evaluation criteria: active participation, completed — not completed. • Demonstration Of the sporting activity chosen By the student: In the case of game games - demonstration of the training of an attacker and defense; in the case Of swimming, - demonstration of the technical features of different swimming pools; fitness - demonstration of certain basic practices for different muscle groups and without devices; Assessment: Presentation of the elements of the selected sport activity - 20p. Final assessment: A: 100-91% B: 90-81 % C: 80 % TO 71 % D: 70 TO 61 % E: 60-51% FX: 50 % Total student workload (module 2): 1 credits = 30 hours participation in 13 hours of practical training (contact); 27 hours of self-training for the specific sport.	
Results of education: Knowledge: The student shall be able to apply the practical skills of the chosen sport. The student recognizes the relationship between the chosen sport and a healthy lifestyle. Capabilities: The student is familiar with the basic features and practices of the chosen sport. The student can expand his knowledge and self-training. Competences: The student can also apply the knowledge acquired to the active use of leisure time. The student is able to independently plan the activity and expand his knowledge.	
Brief syllabus:	

1. Is aware of the importance of physical activity as an essential part of everyday life and its impact on physical and mental health.
2. The rules of football and football are correctly applied in the class,
3. The rules of the 'table tennis' are correctly applied to the clock.
4. The rules of the basketball and volleyball are correctly applied (according to the selected sports activities).
5. Make conscious use of its knowledge to improve intensity (speed) at training courses according to the selected sporting activities.
6. Address training - corresponding to selected sports activities.
7. Establishment of a set of practice for aerobic loading in the aerobate (4x8 cycle)
8. To establish a set of practice for aerobic loading in step aerobate (4x8 cycle).
9. Floating – learn to float back - swathes.
10. To carry Out exercises in zones with different load intensities, monitoring pulse intensity according to the selected sports activities.
11. Conscious development Of coordination capabilities - selected sporting activities.
12. Prepare a week microcycle plan to improve coordination capabilities.
13. Output sport activity in selected sports.

Literature:

1005 röplabda játék és gyakorlat / Edi Bachmann, Martin Bachmann. - 1. vyd. - Budapest-Pécs : Dialóg Campus Kiadó, 2000. - 344 s. - ISBN 963 9123 84 6.

1006 kosárlabda játék és gyakorlat / Peter Vary. - 1. vyd. - Budapest-Pécs : Dialóg Campus Kiadó, 2001. - 317 s. - ISBN 963 9123 85 4.

1008 torna játék és gyakorlat : Kézikönyv tanároknak, edzőnek, játékosoknak / Ursula Häberling-Spöhel. - 1. vyd. - Budapest - Pécs : Dialóg Campus Kiadó, 2003. - 271 s. - ISBN 963 9310 93 x.

1014 asztalitenisz játék és gyakorlat : Kézikönyv tanároknak, edzőknek, játékosoknak / Harry Blum. - 1. vyd. - Budapest - Pécs : Dialóg Campus Kiadó, 2004. - 323 s. - ISBN 963 9542 07 5.

Die fitnesspyramide / Bob Anderson, Ed Burke. - Ulm : Franz Spiegel Buch GmbH, 1997. - 117 s. - ISBN 3585335258.

Sport a családban / Takács László. - Budapest : Sport, 1973. - 380 s. - ISBN 963 253 512 x.

Pohybová aktivita v životnom štýle dospelých z hľadiska zdravia/ Beáta Dobay-Elena Bendíková, 2016. ISBN 978-963-12-7613-8

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

Hungarian language, Slovak language

Notes:

Evaluation of subjects

Total number of evaluated students: 1

a	n
100.0	0.0

Teacher: Dr. habil. PaedDr. Beáta Dobay, PhD., PaedDr. Peter Židek

Date of last update: 28.05.2024

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: KTVŠ/ VPA2b/22	Name: Leisure movement activities 2b
Types, range and methods of educational activities: Form of study: Practical Recommended extent of course (in hours): Per week: 1 For the study period: 13 Methods of study: present	
Number of credits: 1	
Recommended semester/trimester of study: 4.	
Level of study: II.	
Prerequisites:	
Conditions for passing the subject: The following conditions shall apply to the subject: General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • various forms of kinesthetic activities: play balls, sultanas, swimming, aerobic exercise, body construction, exercise (kinesthetic activity selected by the student). General conditions for the performance of the subject: <ul style="list-style-type: none"> • active participation in the course is at least 80%, • course evaluation criteria: active participation, completed — not completed. • Demonstration Of the sporting activity chosen By the student: In the case of game games - demonstration of the training of an attacker and defense; in the case Of swimming, - demonstration of the technical features of different swimming pools; fitness - demonstration of certain basic practices for different muscle groups and without devices; Assessment: Presentation of the elements of the selected sport activity - 20p. Final assessment: A: 100-91% B: 90-81 % C: 80 % TO 71 % D: 70 TO 61 % E: 60-51% FX: 50 % Total student workload (module 2): 1 credits = 30 hours participation in 13 hours of practical training (contact); 27 hours of self-training for the specific sport.	
Results of education: Knowledge: The student shall be able to apply the practical skills of the chosen sport. The student recognizes the relationship between the chosen sport and a healthy lifestyle. Capabilities: The student is familiar with the basic features and practices of the chosen sport. The student can expand his knowledge and self-training. Competences: The student can also apply the knowledge acquired to the active use of leisure time. The student is able to independently plan the activity and expand his knowledge.	
Brief syllabus:	

1. Understand the importance of physical activity as an essential part of everyday life and its impact on mental and physical health.
2. It is appropriate to apply the possibilities of defensive combinations in football and football (by selected sporting activities).
3. It is appropriate to use the possibilities of defensive combinations during the game - during the table tennis game.
4. It is appropriate to use the various control techniques - basketball, volleyball.
5. Develop conditioned capacity at training sessions using various aids in line with selected sporting activities.
6. Preparation of a set of practice required for aerobic loading in aerobate (4x8 cycle)
7. Preparation of series of practice required for aerobic loading in step aerobate (4x8 cycle).
8. Float — Development of floating techniques, fault correction - floatation and rotations.
9. Own sports games, taking into account the circumstances of the gymnasium, according to a selected sporting activity.
10. Exercises in zones with different load intensity — in the selected sports activity.
11. Prepare a week microcycle plan to develop anaerobic capabilities.
12. To develop awareness of coordination capabilities, including balancing practices, in selected sports activities.
13. Output survey in selected sport.

Literature:

1005 röplabda játék és gyakorlat / Edi Bachmann, Martin Bachmann. - 1. vyd. - Budapest-Pécs : Dialóg Campus Kiadó, 2000. - 344 s. - ISBN 963 9123 84 6.

1006 kosárlabda játék és gyakorlat / Peter Vary. - 1. vyd. - Budapest-Pécs : Dialóg Campus Kiadó, 2001. - 317 s. - ISBN 963 9123 85 4.

1008 torna játék és gyakorlat : Kézikönyv tanároknak, edzőnek, játékosoknak / Ursula Häberling-Spöhel. - 1. vyd. - Budapest - Pécs : Dialóg Campus Kiadó, 2003. - 271 s. - ISBN 963 9310 93 x.

1014 asztalitenisz játék és gyakorlat : Kézikönyv tanároknak, edzőknek, játékosoknak / Harry Blum. - 1. vyd. - Budapest - Pécs : Dialóg Campus Kiadó, 2004. - 323 s. - ISBN 963 9542 07 5.

Die fitnesspyramide / Bob Anderson, Ed Burke. - Ulm : Franz Spiegel Buch GmbH, 1997. - 117 s. - ISBN 3585335258.

Sport a családban / Takács László. - Budapest : Sport, 1973. - 380 s. - ISBN 963 253 512 x.

Pohybová aktivita v životnom štýle dospelých z hľadiska zdravia/ Beáta Dobay-Elena Bendíková, 2016. ISBN 978-963-12-7613-8

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

Notes:

Evaluation of subjects

Total number of evaluated students: 0

a	n
0.0	0.0

Teacher: Dr. habil. PaedDr. Beáta Dobay, PhD., PaedDr. Peter Židek

Date of last update: 28.05.2024

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