

COURSE DESCRIPTION

**FIELD OF STUDY
ECONOMICS AND MANAGEMENT**

**BACHELOR STUDY PROGRAM
INTERNATIONAL BUSINESS IN TRADE AND SERVICES**

Compulsory courses

KEMM/VETMIK/14	GET - microeconomics
KEMM/PHO/14	Business economics
KEMM/MAT/14	Mathematics
KEMM/ZPRV/15	The Basic of Law
KEMM/FINM/15	Finance and currency
COJP/HAJ1/15	Business English I.
KEMM/VETMAK/14	GET - macroeconomics
KEMM/MAR/15	Marketing
KEMM/OS/15	Business Services
KEMM/STAT/14	Statistics
KEMM/PFP/15	Legal forms of business relations
KEMM/INF/15	Informatics
COJP/HAJ2/15	Business English II.
KEMM/MAN/15	Management
KEMM/OPP/15	Commercial enterprise and business operation
KEMM/SMAR/15	Strategic marketing
KEMM/UCT/15	Accounting I.
KEMM/NARP/15	National economic policy
COJP/HAJ3/16	Business English III.
KEMM/MO/11	International trade
KEMM/PF/15	Corporate Finance
KEMM/DSL/15	Distribution systems and logistics
KEMM/UCT2/15	Accounting II.
KEMM/DAN/14	Taxes
COJP/HAJ4/16	Business English IV.
KEMM/MM/15	International marketing
KEMM/CR/15	Tourism
KEMM/TOV/15	Merchandising
KEMM/PKV/15	Product and quality
KEMM/VT/15	Market research
COJP/HAJ5/14	Business English V.
KEMM/SZP/15	Bachelor Thesis Seminar
KEMM/OPX/15	Pre-service Practice
	1. subject of the state exam
COJP/HPAJ/17	Alt. 1: Economic questions in English
COJP/HPNJ/17	Alt. 2: Economic questions in German
COJP/HPRJ/17	Alt. 3: Economic questions in Russian
KEMM/MOP/17	2. subject of the state exam
	International Trade and Business
KEMM/ERP/17	3. subject of the state exam
	Economics and business management
KEMM/OZP/17	Bachelor thesis

Elective courses

KEMM/MVP/14	Methodology of scientific work
KEMM/EU/15	European Union
KEMM/HMAN/15	Management in the field of hotel and restaurant services
KEMM/OZO/15	Operations in foreign trade
KSV/PLSSR/18	The political system of the Slovak Republic
KSV/TEOR/13	Theory of organization and management
KEMM/MAMH/15	Marketing applications and management games
COJP/HNJ1/15	Business German I.

COJP/HNJ2/15	Business German II.
COJP/HNJ3/16	Business German III.
COJP/HNJ4/16	Business German IV.
COJP/HNJ5/17	Business German V.
COJP/HRJ1/15	Business Russian I.
COJP/HRJ2/15	Business Russian II.
COJP/HRJ3/16	Business Russian III.
COJP/HRJ4/16	Business Russian IV.
COJP/HRJ5/17	Business Russian V.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/VETMIK/14	Course title: GET – microeconomics (compulsory, non-profile)
Type, scope and method of educational activities: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student should obtain basic information about the role and behavior of the main economic actors of the market - households and enterprises.</p> <p>Acquired knowledge The student will receive basic information about the role and behavior of the main economic actors of the market - households and enterprises.</p> <p>Acquired skills By completing the course, the student will acquire skills in the field of modern economic theory, which is based on theoretical concepts formed in the form of a neoclassical-Keynesian synthesis, and will acquire basic knowledge about the functioning of the market economy as a whole.</p> <p>Acquired competences Based on his knowledge of decision-making and the behavior of individual market entities operating in a market economy, he can fully use them in business management.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Introduction to the study of economics. Development of economic thinking. 2. Economics as a science. Methodology and methods used in economic thinking. Base laws and signs of the economy, the new economy. 3. Market and market system, market mechanism - the process of creating supply and demand. 4. Economic behavior of the consumer, equilibrium of the consumer. 5. The economic behavior of the firm, the optimum of the firm, the costs and income of the firm, the profit of the firm. 6. Behavior of the company, the formation of proposals and the balance of the company in conditions of perfect competition. 7. Behavior of the company in conditions of imperfect competition - monopoly. 8. Regulation of monopoly, antimonopoly policy of the state. 9. The behavior of the company in conditions of imperfect competition - an oligopoly. 10. Behavior of the company in conditions of imperfect competition - monopolistic 	

competition.

11. The market of factors of production.

12. Distribution of pensions and quality of life, economic stratification of society.

Recommended literature:

JUREČKA, V. a kol.: Mikroekonomie. Praha: Grada publishing, 2013.

HOLKOVÁ, V, VESELKOVÁ, A: Mikroekonómia. Bratislava: Sprint dva, 2008.

LISÝ, J. a kol.: Ekonómia v novej ekonomike. Bratislava: Iura edition, 2012.

SAMUELSON, P, NORDHAUS, W.: Ekonomie. Praha: NS Svoboda, 2011.

HRUBEC, J., E. VIRČÍKOVÁ. 2009. Integrovaný manažerský systém. Nitra: SPÚ. 543 s. ISBN 978-80-552-0231-0.

MATEIDES, A., STRAŠÍK, A. 2004. Manažerstvo kvality. Banská Bystrica: EF UMB, 2004. 254 s. ISBN 80-8055-906-6.

NENADÁL. J. a kol. 2018. Management kvality pre 21. stololetí. Praha: Management Press. 366 s. ISBN 978-89-7261-561-2.

NENADÁL, J. - NOSKIEVIČOVÁ, D. - PETŘÍKOVÁ, R. - PLURA, J.- TOŠENOVSKÝ, J.: Moderní systémy řízení jakosti. 2 vyd. Magement Press, Praha 2002, ISBN 80-7261-071-6

PAPULOVÁ Z., J. PAPULA, A. OBORILOVÁ. 2014. Procesný manažment. Ucelený pohľad na koncepciu procesného manažmentu. Bratislava: Kartprint. 223 s. ISBN 978-80-89553-23-5

PAULOVÁ I. 2018. Komplexné manažerstvo kvality. Bratislava. Wolters Kluwer.160 s. ISBN 978-80-8168-834-8.

ŠATANOVÁ, A., GEJDOŠ, P. 2011. Zavádzanie spoločného systému hodnotenia kvality (modelu CAF) na vysokých školách. Zvolen: TU Zvolen, 2011. 100 s. VEGA 1/0363/08. ISBN 978-80-228-2198-8.

ŠATANOVÁ, A., 2020. Quality economy. In: Management aspects in forestry and forest base industries Scientific book. Zagreb, Croatia: WoodEMA, i.a., 2020, 181 – 196 s. ISBN 978-953-57822-7-8.

ŠATANOVÁ, A, MOKRIŠOVÁ, V. (2020): Manažerstvo kvality, Vysokoškolská učebnica, Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2020. 416 s., ISBN 978-80-89372-88-1, EAN 97880893732881

STN ISO 9000:2016: Systém manažerstva kvality. Základy a slovník. 2016.Bratislava: SÚTN.

STN ISO 9001:2016: Systém manažerstva kvality. Požiadavky. 2016. Bratislava: SÚTN.

STN EN ISO 19011: 2019: Návod na auditovanie systémov manažerstva .2019. Bratislava: SÚTN.

STN EN ISO 45001:2018 Systémy manažerstva bezpečnosti a ochrany zdravia pri práci. 2018. Bratislava: SÚTN:

STN EN ISO 14 001: 2015 Systémy manažerstva environmentu. Požiadavky s pokynmi na použitie. 2015. Bratislava: SÚTN.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined education: 50 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 194

A	B	C	D	E	FX
7,22 %	11,86 %	20,1 %	28,35%	30,41%	2,06 %

Lecturers: prof. Ing. Anna Šatanová, CSc.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PHO/14	Course title: Business economics (compulsory, non-profile)
Type, scope and method of educational activities: lecture/seminar 2/2 per week on-campus	
Number of credits: 5	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The subject provides basic knowledge about the economics of the enterprise as a key microeconomic entity in a market economy. Particular attention is paid to the production factors of business, the process of business transformation and value processes in business.</p> <p>Acquired knowledge The student will receive basic knowledge about the economy of the company as a key microeconomic entity in a market economy. Emphasis is placed on business production factors, business transformation process and value processes in business, S: can determine the economics of a business entity and generally indicate the creation of economic analysis and the tools used in doing so, provide business economics. subject, analyze business indicators, evaluate economic results.</p> <p>Acquired skills The student can determine the economics of a business entity and generally indicate the creation of economic analysis and the tools used in doing so, provide business economics. subject, analyze business indicators, evaluate economic results.</p> <p>Acquired competences The student takes responsibility for the efficiency of the costs incurred, independence in the organization and planning of work, responsibility for compliance with relevant legislation, internal and external rules and generally accepted principles, etc.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Essence and content of the subject Business administration. 2. The essence and place of the company in a market economy. 3. Typology of enterprises. 4. Factors of production of the enterprise. 5. Property and capital structure of the company. 6. Business transformation process. 7. Functional activity of the business process. 8. Selling expenses. 	

9. Price policy of the company.
10. Evaluation of enterprises.
11. Financial management of the company.

Recommended literature:

1. MAJTÁN, Š. a kol.: Podnikové hospodárstvo. Bratislava: Sprint 2007, ISBN 978-80-89085-79-8.
2. KUPKOVIČ, M. a kol.: Podnikové hospodárstvo – komplexný pohľad na podnik. Bratislava: Sprint 2003.
3. SEDLÁK, M.: Podnikové hospodárstvo. Bratislava: IURA Edition 2007, ISBN 978-80-8078-093-7.
4. ALEXY, J – SIVÁK, R.: Podniková ekonomika. Bratislava: IRIS 2005, ISBN 80-89018-82-3.
5. SYNEK, M. a kol.: Podniková ekonomika. Praha: C.H. Beck, 2000.
6. MAJDÚCHOVÁ, H. a kol.: Podnikové hospodárstvo – praktické príklady a prípadové štúdie. Bratislava : IURA Edition 2007, ISBN 978-80-8078-138-5.
7. POTKÁNY, M. - MERKOVÁ, M. 2013. Ekonomika podniku - praktikum. Zvolen: Technická univerzita vo Zvolene, 2013. 131s. ISBN 978-80-228-2565-8
8. VALACH, J. a kol. 2003. Finanční řízení podniku. Praha: EKOPRESS, 2003
9. WEBER, J. - SYROVÁ, J. a kol. 2005. Podnikání – malé a střední firmy. Praha: Grada, 2005

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.
 Combined education: 50 hours
 Analysis of learning portals and applications: 30 hours.
 Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 185

A	B	C	D	E	FX
51,35 %	3,78 %	7,57 %	13,51 %	23,24 %	0,54 %

Lecturers: prof. Ing. Anna Šatanová, CSc.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MAT/14	Course title: Mathematics (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 5	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: successful completion of two written tests during the semester in practice. successful completion of the written test at the lecture. successful completion of the oral exam. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Acquisition of basic mathematical knowledge and methods that can be used in business practice in the field of trade and services.</p> <p>Acquired knowledge After passing the subject, based on the acquired knowledge, the student understands the basic theoretical concepts and methods in those areas of mathematics that are included in the curriculum. He is ready to understand the mathematical apparatus that is used in other professional disciplines.</p> <p>Acquired skills A graduate can apply the acquired mathematical knowledge in solving specific mathematical problems that he will encounter in the course of further education or in practice. Based on the acquired knowledge, he can independently expand his knowledge in the field of mathematics by searching for related knowledge in professional literature.</p> <p>Acquired competences A graduate can use the acquired knowledge and skills in studying other disciplines of a quantitative nature. He can also use the acquired knowledge and skills in practice to analyze specific problems.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Basic properties of real numbers, exponentiation. 2. Decimal and binary number system. 3. Interest. 4. Function graph and function properties that can be learned from the graph. 5. Linear and quadratic functions, their graph and properties. 6. Differential calculus of a real function of one real variable. Zero, stationary and inflection 	

points.

7. Function progress. The equation of the tangent to the graph of the function.

8. Solution of a system of linear equations. Determinant and its use.

9. Introduction to linear optimization.

Recommended literature:

1. KLUVÁNEK, I. – MIŠÍK, L. – ŠVEC M.: Matematika I. Bratislava: ALFA. 1961.

2. ELIAŠ, J. – HORVÁTH, J. – KAJAN, J.: Zbierka úloh z vyššej matematiky 1. Bratislava: ALFA. 1971.

3. ELIAŠ, J. – HORVÁTH, J. – KAJAN, J.: Zbierka úloh z vyššej matematiky 2. Bratislava: ALFA. 1972.

4. BUKOVSKÝ L.: Matematika, text v elektronickej forme pre poslucháčov ISM. Prešov: 2006.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined education: 50 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 365

A	B	C	D	E	FX
7,67 %	13,15 %	25,75 %	24,93 %	22,19 %	6,3 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.; Mgr. Mária Popovičová, CSc.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KSV/ZPRV/15	Course title: The Basic of Law (compulsory, non-profile)
Type, scope and method of educational activity: lecture 2 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 1.	
Conditional items:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The student must pass a test and an oral exam.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The result of the training is to familiarize students with basic legal terms, such as law, public and private law, legal norm, sources of law, legal relationship, legal fact, legal responsibility, public administration, application and interpretation of law.</p> <p>Acquired knowledge The student acquires knowledge in the field of the basic rules of the functioning of the rule of law. Get a basic overview of the legal system and understand the process of interpreting and applying legal rules.</p> <p>Acquired skills The student will acquire the skills to identify different degrees of seriousness in a legal problem. At the same time, the student will acquire the ability to distinguish between essential and non-essential contexts in a simple legal problem.</p> <p>Acquired competences The student acquires the ability to make basic autonomous decisions in simple legal situations. The student will strengthen his analytical skills and ability to appreciate the essence of a simple legal problem.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Rights as a normative system and social science 2. Basic concepts of the theory of law 3. Creation of law and sources of law 4. Interpretation and application of the law 5. Legal relationship 6. Legal liability 7. Rule of law 8. Law enforcement 9. Civil litigation 10. Administrative proceedings and criminal proceedings 	

11. Public Law

12. Private law

Recommended literature:

Brostl, A. a kol. Teória práva. UPJŠ, Košice, 2002.

Čurila, D. Právne odvetvia slovenského práva, vysokoškolská e-učebnica, VŠMP ISM Slovakia v Prešove, Prešov 2022.

Čurila, D. Rovnosť a zásluhovosť v práve, VŠMP ISM Slovakia v Prešove, Prešov 2020.

Ottová, E. Teória práva. Heuréka, 2006.

Prusák, J.: Teória práva. VOPF UK, Bratislava, 1999.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 120 hours.

Combined education: 20 hours

Preparation and presentation of the semester work: 20 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 346

A	B	C	D	E	FX
32,62 %	25,41 %	20,82 %	9,34 %	11,48 %	0,33 %

Lecturers: JUDr. Dušan Čurila, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/FINM/15	Course title: Finance and currency (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 3	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student will be able to understand the financial system and the links in it, its position in the economy. Gain knowledge about financial markets, financial institutions and financial documents that make up the elements of the financial system. Understanding the value of the interest rate in money circulation and interest as the price of money.</p> <p>Acquired knowledge: The student will receive basic knowledge of finance, currencies, currencies, financial institutions, interest rates, etc. Gain knowledge of financial markets and documents. He will also gain knowledge about the financial system in the economy.</p> <p>Acquired skills: The student will receive an orientation in interest rates. The student will acquire the skill of knowing different payment methods and currencies. The student acquires orientation in various mechanisms associated with payment, currency and financial transactions.</p> <p>Acquired competences: The student will strengthen his mathematical abilities. The student will strengthen analytical thinking skills. The student will strengthen their financial literacy.</p>	
<p>Course content: Financial system Money and monetary policy Financial documents Interest rates Financial markets financial institution</p>	
<p>Recommended literature: POLOUČEK, S. a kol.: Peniaze, banky, finančné trhy. Bratislava: Iura Edition. 2010 BEŇOVÁ, E. a kol.: Financie a mena. Bratislava: Ekonóm. 2005. CHOVANCOVÁ, B. – JANKOVSKÁ, A. – KOTLEBOVÁ, J. – ŠTURC, B.: Finančný trh, nástroje, transakcie, inštitúcie. Bratislava: Eurounion. 2002</p>	

SAUNDERS, A. – CORNETT, M. M: Financial Markets and Institutions. A.Modern Perspective. Boston etc.: McGraw-Hill Irwin. 2001.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 90 hours

Combined training: 30 hours

Analysis of learning portals and applications: 20 hours

Self study: 40 hours

Notes:

Student workload: 90 hours.

Combined education: 30 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 40 hours

Course evaluation:

Total number of evaluated students: 185

A	B	C	D	E	FX
6,94 %	12,5 %	31,94 %	13,89 %	33,33 %	1,39 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.; Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/HAJ1/15	Course title: Business English I. (compulsory, non-profile)
Type, scope and method of educational activity: seminar 3 per week on-campus	
Number of credits: 2	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in English.	
Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the English language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: 1. Introductions, jobs and studies, job titles and nationalities. 2. Work and leisure, a daily routine, present simple, adverbs 3. Problems, survey of problems at work, telephoning – solving problems 4. Travel, making bookings and checking arrangements 5. Food and entertaining, tipping, socializing, countable and uncountable nouns 6. Sales , job advertisements for sales rep., presenting product, past simple 7. People, types of colleagues, starting a business 8. Negotiating – dealing with problems	
Recommended literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Elementary Business English. Harlow: Pearson Education Limited, 2005. 2. MURPHY.R.: English grammar in use. CUP, 2004.	
Language which is necessary to complete the course: English	

Notes:

Student workload: 60 hours.

Combined education: 25 hours

Analysis of learning portals and applications: 15 hours.

Self-study: 20 hours

Course evaluation:

Total number of evaluated students: 74

A	B	C	D	E	FX
45,95 %	17,57 %	12,16 %	16,22 %	8,11 %	0 %

Lecturers: PhDr. Katarína Radvanská

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/VETMAK/14	Course title: VET – macroeconomics (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student must obtain information about the functioning of the economy as a whole, must be able to distinguish between the main macroeconomic variables, analyze and interpret changes in aggregate variables, and be able to draw conclusions arising from changes in these variables.</p> <p>Acquired knowledge: The student receives information about the functioning of the economy as a whole, understands the main macroeconomic categories.</p> <p>Acquired skills: The student distinguishes the main macroeconomic values, analyzes and interprets changes in aggregate values, is able to analyze the macroeconomic contexts of the behavior of the three main subjects of the market economy - companies, households and the state when the maximum level of the process of appreciation at the level of the national economy is reached.</p> <p>Acquired competences: The student can draw the consequences resulting from changes in these quantities in the business environment.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Introduction to macroeconomics - subject, quantity, cycle. 2. The efficiency of the economy - the measurement of productivity. Basic macroeconomic aggregates. 3. Theories of consumption, savings and investment. Function of consumption and savings. 4. Aggregate demand, aggregate supply - macroeconomic balance. 5. Expenditures, expenditure model and equilibrium model of GDP. 6. Money and equilibrium in the money market. Demand and supply for money. money aggregates. Multiplication of the deposit. monetary policy. 7. Economic growth and economic cycle. Measurement and sources of economic growth. 8. Unemployment and labor market analysis. Economic and social consequences of 	

unemployment - Okun's law.

9. Inflation. Measurement and forms of inflation. Consumer price index. Inflation of demand and costs. Consequences of inflation, the Phillips curve - original and modified.

10. State budget. Revenues and expenditures of the state budget. Budget deficit and public debt. Curve Laffer. fiscal policy.

11. - 12. International trade - exchange rate, balance of payments, trade policy.

Recommended literature:

1. PAVELKA, T.: Makroekonomie. Základní kurz. Praha: VŠEM, 2009.

2. LISÝ, J.: Ekonomie, Bratislava, Iura Edition 2011.

3. JUREČKA, V. a kol.: Makroekonomie. Praha: Grada, 2010.

4. SAMUELSON, P.A. – NORDHAUS, W.D.: Ekonomie. Bratislava: Elita, 2000.

5. HONTYOVÁ, K. Makroekonomie. 2. vyd. Bratislava: IURA EDITION, 2005. 115s. ISBN 80-8078-037-4.

6. ŠÁLKA, J. Makroekonomie. Zvolen: Technická univerzita vo Zvolene, 2009. 160s. ISBN 978-80-228-2068-4.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 120 hours.

Combined education: 40 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 186

A	B	C	D	E	FX
2,15 %	5,91 %	15,59 %	35,48 %	39,25 %	1,61 %

Lecturers: prof. Ing. Anna Šatanová, CSc.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: KEMM/MAR/15	Course title: Marketing (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 5	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The evaluation method includes: activity and participation of students in exercises (10%) solving case studies (30%) written exam (60%)</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
Learning outcomes:	
The student will be able to describe the marketing environment, segment the market, identify consumer behavior and should understand the content of the marketing mix.	
Acquired knowledge:	
The student will gain a basic knowledge of marketing with a focus on the marketing environment, the functioning of the marketing information system, marketing research and research methods. Acquires knowledge in the field of market segmentation, consumer behavior, marketing mix (4P, 5P, 7P) - specific product characteristics, its life curve, new product development, pricing programs, pricing methods, distribution channels, communication tools - advertising, sales support, public relations, personal selling, direct marketing. He will also gain knowledge in the organization and management of wholesale and retail trade.	
Acquired skills:	
The student can analyze and describe the elements of the marketing environment that affect the business, can understand the content of the marketing mix and apply it to the selected business segment, determine consumer behavior. Can develop the company's marketing plan and personally present it in training exercises.	
Acquired competences:	
The student has general knowledge and understanding, and an active approach. His competencies also lie in the ability to work in an intercultural environment and in knowing the conditions when it is possible to use professional theories in applied practice and he has the ability to think and act economically.	
Course content:	
1. Introduction to the problem of marketing.	

2. Marketing environment.
3. Marketing information system (ISS).
4. Marketing research and their methods.
5. Market segmentation.
6. Consumer behavior
7. Product attributes. Product life curve. Development of a new product (innovation).
8. Price programs. Price determination methods. Marketing understanding of price.
9. Distribution. Distribution routes. Retail. Wholesale.
10. Marketing communication. Communication mix.

Recommended literature:

HVIZDOVÁ Eva et al. Základy marketingu. 1. vyd. Prešov: VŠMP ISM Slovakia v Prešove, 2013. 219 s. ISBN 978-80-89372-49-2.

HVIZDOVÁ, E. a kol. 2020. Základy marketingu. Prešov: VŠ Medzinárodného podnikania ISM Slovakia v Prešove. Druhé prepracované vydanie. ISBN 978-80-89372-85-0.

KARLÍČEK, M. et al. Základy marketingu. 1. vyd. Praha: Grada Publishing, 2013. ISBN 978-80-247-4208-3.

KOTLER, Philip and Kevin Lane KELLER. Marketing Management. 14. vyd. Praha: Grada, 2013. 816 s. ISBN 978-80-247-4150-5.

ZAMAZALOVÁ Marcela et al. Marketing. 2. přeprac. a dopl. vyd. Praha: C. H. Beck, 2010. 499 s. ISBN 978-80-7400-115-4.

Language which is necessary to complete the course: slovenský jazyk

Notes:

Student workload: 150 hours.
 Combined education: 40 hours
 Analysis of learning portals and applications: 40 hours.
 Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 63

A	B	C	D	E	FX
14,29 %	15,87 %	17,46 %	33,33 %	19,05 %	0 %

Lecturers: doc. Alla Medyanyk Domyshe, PhD.; PhDr. Ing. Eva Hvizdová, Ph.D., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OS/15	Course title: Business Services (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The condition is participation in the exercises and the processing of the semester work and its presentation in the exercises. The subject ends with a written exam.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: After completing the course, the student will acquire theoretical and applied knowledge in the field of business and business services. He will understand the importance of business services for the economy, its competitiveness and growth. This will provide an up-to-date picture of ongoing systemic and structural changes in a global environment where business services play a decisive role.</p> <p>Acquired knowledge: The student acquires theoretical and applied knowledge about business and business services. Gain knowledge about the importance of business services to the economy. Gain knowledge of systemic and structural changes in a global environment.</p> <p>Acquired skills: The student is guided in the dynamics of changes in the global environment within the business. business services. It is oriented within the framework of the European Union policy within the framework of business services. Get guidance in real estate services.</p> <p>Acquired competences: The student will increase their understanding in the field of analytical and abstract thinking. The student will strengthen business competencies.</p>	
<p>Course content:</p> <ol style="list-style-type: none"> 1. Business services in theory and practice. 2. The place of business services in the economy. 3. Functions of business services. 4. Internationalization of business services. 5. EU policy on business services. 6. Components of business services. 7. Research and development, real estate services. 	
Recommended literature:	

MICHALOVÁ, V. 2013. Služby v modernej ekonomike. Bratislava: Ekonóm, 2013.
 RUBALCABA, L. 2011. Business services in European economic growth. In: Strategic Direction, 2011, zv. 28/1, Emerald Group Publishing Limited.
 MICHALOVÁ, V. 2010. Obchodné služby ako determinant rastu a konkurencieschopnosti ekonomiky. In : Ekonomický časopis 2010, č. 1.
 MICHALOVÁ, V. a kol. 2008. Služby v modernej ekonomike. Bratislava: Ekonóm. ISBN 978-80-225-2661-6

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 120 hours
 Combined training: 40 hours
 Analysis of learning portals and applications: 30 hours
 Self study: 50 hours

Notes:

Student workload: 120 hours.
 Combined education: 40 hours
 Analysis of learning portals and applications: 30 hours.
 Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 185

A	B	C	D	E	FX
9,73 %	16,76 %	25,95 %	27,57 %	18,92 %	1,08 %

Lecturers: doc. Ing. Viera Kuzmišinová, PhD.; doc. Ing. Emília Pribišová, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/STAT/14	Course title: Statistics (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/2 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge during joint discussions and exercises. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The assessment includes:</p> <p>an individual project, solving statistical problems, semester work, (the total maximum number of points is 30);</p> <p>the main outcome of the assessment is a written examination (70 points).</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Understanding the mission and importance of statistics. Master basic statistical concepts and processes. Be able to sort the received data and process them in the form of tables and graphs. Understand the essence of the main statistical methods and be able to use them in statistical research and processing and correctly interpret the results. Be able to recognize the state, development, properties and patterns of economic entities using statistical methods.</p> <p>Acquired knowledge: The graduate will understand basic statistical terminology, basic statistical methods and the meaning of statistics. He can also apply the acquired knowledge in other professional subjects.</p> <p>Acquired skills: After passing the subject, the student can collect, sort, analyze and evaluate information using statistical analysis. The student can correctly interpret the results verbally and graphically using tables and graphs. Processing of database files for statistical analysis and assessment of the development trend of the monitored indicator.</p> <p>Acquired competences: A graduate learns accuracy and accuracy when working with data, numbers and various information, acquires the ability to think systematically and analytically and draw conclusions from the detected deviations and development trends.</p>	
<p>Course content: Company information and IP. Meaning and mission of statistics. Law on State Statistics. Statistical Office of the Slovak Republic The emergence and development of statistics. Basic statistical concepts and processes Classification of statistical data. Statistical recommendations and population distribution Data representation. Statistical tables and graphical representation Descriptive statistics. Basic statistical characteristics. location characteristics.</p>	

Characteristics of variability, skewness and kurtosis
Analysis of the dependence of quantitative features. Regression analysis. Correlation analysis
Time series
Indices and distinctions
Probability

Recommended literature:

HINDLS, R., HRONOVÁ, S., NOVÁK, I. Metody statistické analýzy pro ekonomy. 2. vyd. Praha: Management Press, 2000. ISBN 80-7261-013-9
HINDLS, R. a kol.. Statistika pro ekonomy. Praha: Profesional Publishing, 2006. ISBN 80-8694-61-69
HENDL, J: Přehled statistických metod zpracování dat.. Analýza a metaanalýza dat. Praha:Portál, 2004. ISBN 80-7178-820-1
KLÍMEK, P. Aplikovaná statistika. Studijní pomůcka pro distan. studium. Zlín: Univerzita T. Bati. 2005. ISBN 80-7318-304-8
KLÍMEK, P. Aplikovaná statistika. Cvičebnice. Zlín: Univerzita T. Bati. 2008. ISBN 978-80-7318-777-4
RIMARCÍK, M. Základy štatistiky. Prešov: FZSPVŠ Zdravotníctva a soc.práce svätej Alžbety,2006. ISBN 80-969449-2-4
SOUČEK, E. Statistika pro ekonomy. Praha: VŠEM. 2007. ISBN 978-80-86730-06-6
DAŇKO, J. Úvod do štatistiky. Prešov: VŠMP ISM, 2007. ISBN 978-80-7165-597-8

Language required for this course: Slovak

Notes:

Student workload: 120 hours.
Combined education: 40 hours
Analysis of learning portals and applications: 30 hours.
Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 185

A	B	C	D	E	FX
8,65 %	12,97 %	23,78 %	15,14 %	33,51 %	5,95 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.; Mgr. Mária Popovičová, CSc.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Legal forms of business relations

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PFP/15	Course title: Legal forms of business relations (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the subject: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the exam, you must complete a semester project, solve cases and pass an oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The graduate masters the basic concepts, principles, tools and facts about the functioning of economic entities and their economic activities from a legislative point of view. Knows the legal relations regarding the position of entrepreneurs, as well as the relations that entrepreneurs enter into in the framework of entrepreneurial activities. He has the knowledge to decide on the appropriate form of business. Has an overview of the main legislative norms relating to the implementation of entrepreneurial activities. He knows how to enter into commercial and contractual relations in the broadest context.</p> <p>Acquired knowledge: The graduate acquires knowledge in the field of the basic rules for conducting various types of business. Get a basic overview of the commercial law system and understand the process of interpreting and applying the basic rules of commercial law.</p> <p>Acquired skills: The graduate will acquire the skills to distinguish between the most appropriate forms of business. At the same time, the student will acquire the ability to distinguish between essential and non-essential contexts in a simple business law problem.</p> <p>Acquired competences: A graduate acquires the ability to make elementary autonomous decisions when choosing the appropriate type of business. The student will strengthen his analytical skills and ability to appreciate the essence of a simple commercial law problem.</p>	
<p>Course content: Legal system, economic law (legal terms: business, entrepreneur). Trade Law. Business operation (persons, conditions, power, authority). Business types. Commercial Code (entrepreneurial and business capital, company name, entrepreneurial behavior, commercial register, economic competition). Organizational and legal forms of business (FO and PO.) Commercial companies and cooperatives (in general, the creation and formation, dissolution</p>	

and liquidation of a commercial company.)
 Public trading company, limited partnership, limited liability company, joint-stock company, cooperative.
 Transnational forms of business (European group of economic interests, European joint-stock company, European cooperative).
 Obligatory and economic relations (relations with suppliers and buyers, sale and purchase agreement, other types of agreements).
 Other legal forms of business relations (with the tax office, banking institutions, social insurance company, health insurance company, employment office, employees, municipal or city government).

Recommended literature:

ČURILA, D. Právne odvetvia slovenského práva, vysokoškolská e-učebnica, VŠMP ISM Slovakia v Prešove, Prešov 2022.
 SALACHOVÁ, B. Právo v podnikaní. Praha: KEY Publishing. 130s. ISBN 978-80-87071-81-6
 KUBÍČEK P., MAMOJKA M., PATAKYOVÁ M.: Obchodné právo. Bratislava: Univerzita Komenského v Bratislave, 2010. 390 strán, ISBN:978-80-7160-225-5
 SABO M. a kol.: Právne formy podnikateľských vzťahov. Bratislava: IURA EDITION, 2005. 206 strán, ISBN:80-8078-059-5
 SUCHOŽA, J., HUSÁR J. a kol.: Obchodné právo. Bratislava: IURA EDITION, 2009. 1100 strán, ISBN:978-80-8078-290-0
 ŽITŇANSKÁ L., OVEČKOVÁ O. a kol.: Základy obchodného práva 1. Bratislava: IURA EDITION, 2009. 682 strán, ISBN: 978-80-8078-276-4
 GYÖRGY, Š. Základy obchodného a finančného práva. Bratislava: STU, 2003

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
 Combined education: 30 hours
 Analysis of learning portals and applications: 20 hours.
 Self-study: 40 hours

Course evaluation:

Total number of evaluated students: 103

A	B	C	D	E	FX
0,0 %	3,88 %	15,53 %	29,13 %	46,6 %	4,85 %

Lecturers: JUDr. Dušan Čurila, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/INF/15	Course title: Informatics (compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 2	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: After completing the course, the student will be able to independently work with a computer, apply knowledge in the field of Microsoft Office products, prepare web pages, use Internet services and use computers in other areas.</p> <p>Acquired knowledge: The student gets acquainted with the main categories of computer science. The student will acquire the knowledge necessary to work with a computer and the Internet.</p> <p>Acquired skills: The student will acquire the skills to create web pages. The student will improve their skills in using Word and Excel. The student will learn how to create presentations.</p> <p>Acquired competences: The student will improve their computer skills. The student will improve their competence in the field of working with the Internet.</p>	
<p>Course content: 1. Basic concepts and operations in an Excel spreadsheet 2. Formatting 3. Graphs 4. Formulas and functions 5. Sorting and filtering data 6. Pivot tables 7. Additional functions of the Word text editor 8. Creating presentations 9. Creating web pages 10 . Data encryption 11. Electronic signature - principle and use 12. Database principles 13. Networks - principle, protocols, search tools</p>	
<p>Recommended literature: 1. KOKLES M. a kol.: Informatika. Bratislava: Ekonóm, 1999. 2. GÁLA, L. – POUR, J. – PROKOP, T.: Podniková informatika. Praha: Grada, 2005. 3. Dostupné internetové zdroje</p>	
Language which is necessary to complete the course: Slovak	
<p>Notes: Student workload: 60 hours. Combined education: 25 hours Analysis of learning portals and applications: 15 hours.</p>	

Self-study: 20 hours					
Course evaluation:					
Total number of evaluated students: 60					
A	B	C	D	E	FX
20,0 %	21,67 %	15,0 %	13,33 %	28,33 %	1,67 %
Lecturers: PhDr. ThDr. Ing. Jozef Polačko, PhD.					
Date of last change: 01.08.2022					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/HAJ2/15	Course title: Business English II. (compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 2	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in English.	
Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the English language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: 1. Markets, marketing a new product, participating in discussion 2. Participating on discussions, comparatives and superlatives 3. Companies, describing companies, present continuous 4. Interview with communication manager, writing company profile 5. The web, using internet, plans for future 6. Internet terms, time expressions, writing e-mail 7. Cultures, cultural mistakes, modal verbs, talking about future plans 8. Jobs, skills you need for a job, CV, interview skills	
Recommended literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Elementary Business English. Harlow: Pearson Education Limited, 2005. 2. MURPHY.R.: English grammar in use. CUP, 2004.	
Language which is necessary to complete the course: English	
Notes: Student workload: 60 hours.	

Combined education: 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 20 hours					
Course evaluation: Total number of evaluated students: 246					
A	B	C	D	E	FX
26,42 %	24,8 %	19,11 %	13,82 %	15,85 %	0,0 %
Lecturers: PhDr. Katarína Radvanská					
Date of last change: 01.08.2022					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MAN/15	Course title: Management (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 5	
Recommended semester: 3.	
Cycle of study: 3.	
Prerequisites:	
<p>Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test.</p> <p>The assessment method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • case study solution - semester work (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Acquaintance of students with the essence of management as a function and process necessary to achieve corporate goals.</p> <p>Acquired knowledge: The student will get acquainted in detail with the essence and foundations of management, the development of management theories, the management process and its main functions (planning, organizing, managing people and controlling). He will gain knowledge on human resource management, the essence of strategic management, change management and business management in an international environment. He will learn how to use analytical techniques to evaluate management activities at individual levels of company management.</p> <p>Acquired skills: The student can quantify management goals, use sequential and cross-functional management functions, using appropriate analytical management tools. The student has the skills of effective managerial communication, conducting and organizing workshops, team building. Possesses the skills of effective coordination of managerial work at the middle level of management, effective resolution of conflicts and tasks, even in an intercultural environment.</p> <p>Acquired competences: Acquired transferable competencies include the ability to work in a team and in an intercultural environment. Other acquired benefits are the strengthening of evaluative, conceptual, communication and decision-making skills.</p>	
Course content:	

1. Introduction - the origin, essence and management systems, an overview of management theories.
2. Management process and management functions, management levels, types of managers.
3. Planning and decision-making - types of plans, planning stages, decision-making methods.
4. Strategic management - its essence and content.
5. Organizational and organizational structures.
6. Human resource management.
7. Change management, organizational conflicts and their resolution.
8. Leadership, motivation and performance.
9. Management control and information systems for management.
10. Business management in an international environment, globalization strategies.

Recommended literature:

1. ČEPELOVÁ, A. a kol.: Základy manažmentu. Prešov : VŠMP ISM Slovakia 2007, ISBN 978-80-7165-610-4.
2. SEDLÁK, M.: Manažment. 4. vydanie. Bratislava: IURA Edition 2009, ISBN 978-80-8078-283-2.
3. MAJTÁN, M. a kol.: Manažment. Bratislava : Sprint 2009, ISBN 978-80-89393-10-7.
4. VEBER, J.: Management. Základy – moderní manažerské přístupy – výkonnost a prosperita. Praha : Management Press 2009, ISBN 978-80-7261-200-0.
5. VODÁČEK, L. – VODÁČKOVÁ, O.: Moderní management v teorii a praxi. Praha : Management Press 2006, ISBN 80-7261-143-7.
6. ŘEZÁČ, J.: Moderní management. Brno : Computer Press 2009, ISBN 978-80-251-1959-4. 397 str.
7. BUREŠ, V.: Znalostní management a proces jeho zavádění. Praha : Grada Publishing 2007, ISBN 978-80-247-1978-8. 212 str.
8. SEDLÁK, M.: Základy manažmentu. Bratislava : IURA Edition 2008, ISBN 978-80-8078-193-4, 310 str.
9. ZUZÁK, R. – KÖNIGOVÁ, K.: Krizové řízení podniku. Praha : Grada Publishing 2009, ISBN 978-80-247-3156-8. 253 str.
10. KOVÁŘ, F.: Strategický management. Praha : VŠEM 2008, ISBN 978-80-86730-33-2. 205 str.
11. ŠTRACH, P.: Principy managementu. Praha : VŠEM 2008, ISBN 978-80-86730-32-5. 1

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 150 hours
 Combined training: 50 hours
 Analysis of learning portals and applications: 30 hours
 Self study: 70 hours

Notes:

Student workload: 150 hours.
 Combined education: 50 hours
 Analysis of learning portals and applications: 30 hours.
 Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 505

A	B	C	D	E	FX
15,09 %	9,43 %	16,98 %	26,42 %	28,3 %	3,77 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Commercial enterprise and business operation

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OPP/15	Course title: Commercial enterprise and business operation (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 1/2 per week on-campus	
Number of credits: 5	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>The evaluation method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving case studies (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes:</p> <p>Understanding the essence and purpose of the business. Get to know the essence and tasks of retail and wholesale trade in economics. Know how to distinguish between individual business forms and systems. Get creative skills master the business process and be able to recognize and evaluate business opportunities. Understand the importance of the business environment to business and acquire the ability to recognize business environment conditions in Slovakia and the EU. Know how to implement and use theoretical knowledge in the development of effective business operations and business processes (in particular, business objects) in a way that demonstrates an understanding of the context and consequences of alternative solutions. Know how to identify risk. Master the process of risk management, project management, inventory management, assortment management, and business operations management.</p> <p>Acquired knowledge:</p> <p>The student will acquire knowledge in the field of theoretical and legal starting points of business, typology of business entities, organizational and legal forms of business in the Slovak Republic and the EU and in the field of trade (origin, meaning, tasks, specifics, forms - retail and wholesale). He will get acquainted with operations in wholesale and retail trade, the impact of globalization on trade, integration, concentration and cooperation in trade, typology of business units, retail trade. He will gain knowledge about the business environment and its importance for business, measuring and evaluating the quality of PP, PAS and international institutions, barriers to entrepreneurship, managing business firms, business processes (business idea, business opportunity, founding intentions, business -processes). plan). The student will have the knowledge necessary for the organization of commercial firms, their specifics, organizational structures, risk management in commercial firms, inventory management, business unit layout, business assortment management, goods movement</p>	

management in MOJ, merchandising. and shopping atmosphere.

Acquired skills:

The student will understand the essence and purpose of business, learn the roles of retail and wholesale, and be able to distinguish between individual forms and systems of business. He acquires the skills of a creative approach to the business process and is able to recognize and evaluate business opportunities. He/she will understand the importance of the business environment for business and acquire the skills to learn about the conditions of the business environment in the Slovak Republic and the EU. He is able to implement and use theoretical knowledge in the development of effective business operations and business processes (in particular, business objects) in a way that demonstrates an understanding of the context and consequences of alternative solutions. Can identify risk and manage the process of risk management, inventory management, assortment management and business operations management.

Acquired competences:

The student has the competence to work with information and has skills in the field of time management, planning of individual processes, identifying and solving problems, as well as general knowledge and insight, which is a good prerequisite for application in various areas of business, companies providing services, or manufacturing companies.

Course content:

Theoretical and legal foundations of business (basic concepts). Typology of Entrepreneurs items. Organizational and legal forms of business in Slovakia and the EU. Trade: origin, meaning, tasks, specifics, forms. Retail and wholesale. Operative activity in wholesale and retail trade. Business intermediaries. Development trends in trade. The impact of globalization on trade. Integration, concentration, cooperation in business. Typology of business units. Retail. Business networks. Electronic commerce. Business Environment: Business Value, Components, PP Quality Measurement and Evaluation, PAS Indices and International Institutions Barriers to Business. Management of commercial companies. Business process. Business idea, business opportunity, founder intention, business plan. Organization of commercial companies. Basic organizational structures. Peculiarities. Risk management in business firms. Management of risks. Risk management process. Project management for commercial companies. Evaluation of the economic efficiency of projects. CPM method. Inventory Management. Level method, ABC method and XYZ method. JIT method. commerce operation and management. Dispensary business unit solution. Trade assortment management. Managing the movement of goods in MJ. Merchandising. Shopping atmosphere. Operational business management. operations.

Recommended literature:

MULAČOVÁ, V. – MULAČ, P. a kol. 2013. Obchodní podnikání ve 21. století. Praha: Grada.

520 s. ISBN: 978-80-247-4780-4.

STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, L. 2010. Obchodné podnikanie. Bratislava: SPRINT dva.

280 s. ISBN: 978-80-89393-34-3.

NEUMANNOVÁ, A. 2009. Podnik a podnikanie. Príklady a prípadové štúdie. Bratislava: IURA Edition. 142 s. ISBN 978-80-8078-285-6

STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, L. – BAŽÓ, L. 2013. Podnikanie malých a stredných podnikov. Bratislava: SPRINT dva. 320 s. ISBN: 978-80-89393-88-6.

VEBER, J. - SRPOVÁ, J. a kol. 2013. Podnikání malé a střední firmy. Praha: Grada. 332 s. ISBN: 978-80-247-520-6.

CHODASOVÁ, A.-BUJNOVÁ, D. 2008. Podnikanie malých a stredných podnikov. Bratislava:

Ekonom. 194 s. ISBN: 978-80-225-2554-1.
 TOMAN, M. 2009. 61 rad jak zvládnout maloobchod. Brno: Intuitivní marketing. 137 s. ISBN 978-80-87280-00-3
 MURA, L. a kol. 2012. Obchodné podnikanie. Komárno: Univezita J. Selyeho, EF. ISBN: 978-80-8122-041-8
 PRÁŽSKÁ, L., JINDRA, J. 2006. Obchodní podnikání. 2. vyd. Praha : Management Press, 2006, s. 650.
 VIESTOVÁ, K. 2008. Obchodná prevádzka. Bratislava : Ekonom, 2008

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.
 Combined education: 40 hours
 Analysis of learning portals and applications: 40 hours.
 Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 183

A	B	C	D	E	FX
22,4 %	20,77 %	14,75 %	13,11 %	24,59 %	4,37 %

Lecturers: Doc. Ing. Viera Kuzmišinová, CSc.; PhDr. Ing. Eva Hvizdová, Ph.D., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/SMAR/15	Course title: Strategic marketing (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test.</p> <p>The assessment method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving case studies (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Familiarization of students with the essence of strategic marketing as an important factor in the success of the company.</p> <p>Acquired knowledge: After completing the course, the student will gain knowledge of the structure of the strategic marketing process, the definition of marketing goals and strategies, basic knowledge of internal situational marketing analysis, market analysis, customers, profitability. He will learn to use analytical techniques to evaluate marketing activities in terms of predicting their future development.</p> <p>Acquired skills: The student can quantify marketing goals and strategies, write a SWOT analysis, perform market segmentation by segmentation criteria, measure the market, describe the behavior of customers and competitors in these markets. The student has effective marketing communication skills and can develop an effective communication campaign using appropriate marketing communication tools.</p> <p>Acquired competences: Acquired transferable competencies include the ability to recognize opportunities and threats needed to gain competitive advantage, and the ability to work in a team. A significant competence impact is to strengthen the student's evaluative, conceptual, communication and decision-making abilities.</p>	
Course content:	

1. Structure of strategic marketing
2. Internal analysis
3. Analysis of profitability and marketing effectiveness
4. Market analysis
5. Market measurement
6. Customer analysis.
7. Competition analysis
8. Marketing strategies

Recommended literature:

SPÁČIL, Vojtěch. Marketingové řízení. Kap. 10, s. 233 – 262.
 In: BĚLOHLÁVEK, F., P. KOŠŤAN a O. ŠULEŘ. Management. Brno: Computer Press, 2006. 736 s. ISBN 80-251-0396-X.
 SPÁČIL, Vojtěch. Marketingové řízení. Sylaby a případové studie. Ostrava: Repronis, 2004. 100 s. ISBN 80–7329–077–4.
 PELSMACKER, P. M. GEUENS a J. Van den BERGH. Marketingová komunikace. Praha: Grada Publishing, 2003. 584 s. ISBN 80-247-0254-1.
 MURA, L. a kol. 2012. Obchodné podnikanie. Komárno: Univezita J. Selyeho, EF. ISBN: 978-80-8122-041-8.
 PRAŽSKÁ, L., JINDRA, J. 2006. Obchodní podnikání. 2. vyd. Praha : Management Press, 2006, s. 650.
 KOTLER, Philip and Kevin Lane KELLER. Marketing Management. 14. vyd. Praha: Grada, 2013. 816 s. ISBN 978-80-247-4150-5.
 VIESTOVÁ, K. 2008. Obchodná prevádzka. Bratislava: Ekonóm, 2008.

Language required for this course: Slovak

Notes:

Student time load: 150 hours
 Combined training: 50 hours
 Analysis of learning portals and applications: 30 hours
 Self study: 70 hours

Course evaluation:

Total number of evaluated students: 183

A	B	C	D	E	FX
10,38 %	16,39 %	23,5 %	18,58 %	30,05 %	1,09 %

Lecturers: prof. Volodymyr Prykhodko, DrSc.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/UCT/15	Course title: Accounting I. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/2 per week on-campus	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites: Conditions for passing the subject: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The assessment method consists of a credit test. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: After mastering the topic, the student must have basic knowledge of the meaning and purpose of accounting in business practice, know the place of accounting in the information system of the accounting unit, the principles of accounting, the organization of accounting, accounting, property and sources of covering the property of the accounting unit, the impact of non-operating and current business transactions on the value of the economic result. Acquired knowledge: The student will gain basic knowledge of the importance of accounting in economic practice. He will gain knowledge on the topics of accounting entries, accounting records, property and its resources, property valuation, balance sheet and balance principle. Acquired skills: The student can prepare an accounting report. The student can keep accounting records. Acquired competences: Improving financial literacy in the field of corporate finance - strengthening the ability to make the right and necessary decisions from the position of managers, with whom it is necessary to respond to various situations in the course of economic activity.	
Course content: 1. The position of accounting in the information system. 2. Legal regulation and harmonization of accounting. 3. Property and sources of property. Inventory, property inventory. 4. Balance sheet. The principle of balance. 5. The movement of property and resources as a result of business transactions. 6. Accounting as a source of economic information with double entry. 7. Accounting entries - duplication, interconnection, material and formal correctness, chart of accounts. 8. Accounting - accounting documents, accounting books, accounting documentation. 9. Estimation of assets and liabilities in accounting. 10. Financial reporting - Purpose, requirements and value, structure of financial reporting.	

Recommended literature:

ŠLOSÁROVÁ, A. a kol.: Účtovníctvo B učebný text. Bratislava: Iura Edition, 2009. ISBN 978-80-8078-244-3.

ŠLOSÁROVÁ, A. a kol.: Účtovníctvo B cvičebnica, druhé upravené vydanie. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-303-7.

MÁZIKOVÁ, K. a kol.: Účtovníctvo. Nadobúdanie zručnosti z podvojného účtovníctva. Bratislava: Iura Edition, 2006, 271 s. ISBN 80-8078-088-9.

ŠLOSÁR, R. – ŠLOSÁROVÁ, A.: Podvojný účtovníctvo pre podnikateľov. Bratislava: Ekonómia, 2005. ISBN 80-8078-043-9.

Zákon 431/2002 Z. z. o účtovníctve, zmenený a doplnený zákonmi: 562/2003 Z. z., 561/2004 Z. z. 518/2005 Z. z.

Odborné časopisy a publikácie: Účtovníctvo a dane v praxi, Poradca podnikateľa

KAJANOVÁ, J. a kol.: Podvojný účtovníctvo zbierka úloh a príkladov. Bratislava: Wolters Kluwer, 2018. ISBN 978-80-8168-886-7.

BONDAREVA, I. a kol.: Základy podvojného účtovníctva v priemyselných podnikoch. Bratislava: SPEKTRUM STU, 2019. ISBN 978-80-227-4927-5.

KAJANOVÁ, J. a kol.: Základy účtovníctva. Bratislava: Wolters Kluwer, 2022. ISBN 978-80-7676-386-9.

JUHÁSZOVÁ, Z. a kol.: Účtovníctvo. Bratislava: Wolters Kluwer, 2022. ISBN 9788076762527.

MÁZIKOVÁ, K. a kol.: Účtovníctvo podnikateľských subjektov I Zbierka riešených a neriešených príkladov. Bratislava: Wolters Kluwer, 2022. ISBN 9788057104612.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 120 hours.

Combined education: 50 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 40 hours

Course evaluation:

Total number of evaluated students: 184

A	B	C	D	E	FX
10,33 %	15,22 %	21,74 %	25,0 %	26,09 %	1,63 %

Lecturers: Doc. Ing. Viera Kuzmišinová, PhD.; Mgr. Katarína Vargová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - National economic policy

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/NARP/15	Course title: National economic policy (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 3	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites: Conditions for passing the subject: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The assessment method consists of successfully passing an oral examination. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student must obtain information about the role and place of the state in the economy, must be able to analyze and interpret the impact of individual economic events and their consequences on the activities and economic results of the country.	
Acquired knowledge: The student will receive basic knowledge of national economic policy also within the framework of the connection of this discipline with macroeconomics. Familiarize yourself with the basic terms and categorical apparatus of national economic policy. The student will gain knowledge about different types of national economic policies.	
Acquired skills: The student can take an appropriate position on some national economic policy measures. The student can foresee the possibilities of applying specific instruments of national economic policy in certain situations in which the state's economy is located	
Acquired competences: The student will strengthen his ability to reason in terms of holistic understanding. The student will acquire the competence of thinking about procedural mechanisms in large units.	
Course content: 1. Subject and essence of the national economic policy, coordination mechanisms. 2. Tools, carriers and goals of the national economic policy, measuring the effectiveness of the national economic policy. 3. - 4. Monetary policy. 5. Budget policy. 6. Stabilization policy. 7. Competition policy. 8. Structural policy. 9. Foreign trade policy. 10. Income and pension policy. 11. Environmental policy.	

Recommended literature:

1. VINCÚR, P.: Hospodárska politika. Bratislava : Sprint, 2001.
2. KLIKOVÁ, Ch. – KOTLÁN, I.: Hospodárska politika. Ostrava : SOKRATES, 2006.
3. SLANÝ, A. a kol.: Makroekonomická analýza a hospodárska politka. Praha : C. H. Beck, 2003.
4. ROZENBERG, M. a kol.: Vývojové tendencie svetového hospodárstva. Bratislava: Ekonóm, 2002.
5. NEMCOVÁ, I. – ŽÁK, M.: Hospodárska politika. Praha : Grada Publishing, 1997.
6. TOMESŠ, Z.: Hospodárska politika. Praha : C. H. Beck, 2008.
7. TULEJA, P.: Analýza pro ekonomy. Brno : Computer Press, 2007.

Language which is necessary to complete the course: Slovak**Notes:**

Student workload: 90 hours.

Combined education: 35 hours

Analysis of learning portals and applications: 15 hours.

Self-study: 40 hours

Course evaluation:

Total number of evaluated students: 179

A	B	C	D	E	FX
17,32 %	22,91 %	26,82 %	18,44 %	13,41 %	1,12 %

Lecturers: Doc. Ing. Viera Kuzmišinová, PhD.; Ing. I. Fekiač Sedláková, PhD.**Date of last change:** 01.08.2022**Approved by:** Prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/HAJ3/16	Course title: Business English III. (compulsory, non-profile)
Type, scope and method of educational activity: seminar 3 per week on-campus	
Number of credits: 2	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in English.	
Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the English language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: 1. Careers, discussing ideas about careers, ability, requests and offers 2. Interview with the head of PR company, writing memo 3. Selling online, discussion on personal experience with e-shopping, modals 4. Expressions for buying and selling, negotiating – reaching agreement 5. Companies, types of companies, creating website 6. Presenting your company, prepare an investment plan, memo 7. Great ideas, articles about great ideas, verb and noun combinations 8. Stress, gender related qualities, participating in discussions	
Recommended literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Pre-Intermediate Business English. Harlow: Pearson Education Limited, 2006. 2. MURPHY.R.: English grammar in use. CUP, 2004. 3. MASCULL, B.: Business vocabulary in use. CUP, 2010.	
Language which is necessary to complete the course: English	
Notes:	

<p>Student workload: 60 hours. Combined education: 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 20 hours.</p>					
<p>Course evaluation: Total number of evaluated students: 462</p>					
A	B	C	D	E	FX
17,97 %	14,5 %	22,73 %	22,29 %	21,21 %	1,3 %
<p>Lecturers: PhDr. Katarína Radvanská</p>					
<p>Date of last change: 01.08.2022</p>					
<p>Approved by: Prof. Ing. Anna Šatanová, CSc.</p>					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MO/11	Course title: International trade (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 6	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The student takes an oral exam. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student must learn basic information about international trade, exit features and trade in foreign markets.</p> <p>Acquired knowledge: The student gains knowledge about international trade, about the main categories of international trade. The student will also become familiar with foreign trade policy and international monetary systems. He will also gain knowledge about investment policy, international human resource management and relations of the Slovak Republic in the framework of foreign trade.</p> <p>Acquired skills: The student acquires orientation in various geo-economic relations within the framework of the information review of the world. He will also acquire skills in the sense that he will be able to identify key transactions and relationships within international business processes. Acquires the ability to determine the main indicators of the competitiveness of the economy of the state, or organization.</p> <p>Acquired competences: The student will acquire the ability to calculate in the sense of understanding the relationship of the organization with other economically active subjects in the world. The student will strengthen the competence of a typologist to establish cost-effective business relationships with foreign organizations. The student will strengthen his ability to assess the current economic state of the country in terms of competitiveness.</p>	
<p>Course content: International trade, definition, role and importance Theories and concepts of international trade International trade - development trends Foreign trade policy Contractual support of international export-import operations Operations in international trade</p>	

International monetary systems

Investment policy

International Human Resource Management

International competitiveness of the country

Developing countries, international trade of Slovakia with developing countries

Position of the Slovak Republic in international trade

Recommended literature:

1. ŠTĚRBOVÁ, L. a kol.: Mezinárodní obchod ve světové krizi 21. století. Praha: Grada Publishing, 2013.

2. BALÁŽ, P. a kol.: Medzinárodné podnikanie. Bratislava: sprint, 2005.

3. HEREHÁJ, J.: Svetová ekonomika. EF UMB : Banská Bystrica, 2005

4. CIHELKOVÁ, E. a kol.: Světová ekonomika – regiony a integrace. Praha: Grada Publishing, 2002

5. KORČMÁROŠ, J. a kol: Obchodné operácie v zahraničnom obchode. Bratislava: Ekonóm, 2003

6. FIFEK E. : Obchodovanie a platenie v styku so zahraničím Bratislava Ekonóm 2005

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 180 hours.

Combined education: 60 hours

Analysis of learning portals and applications: 40 hours.

Self-study: 80 hours.

Course evaluation:

Total number of evaluated students: 344

A	B	C	D	E	FX
11,34 %	12,79 %	21,51 %	19,77 %	27,91 %	6,69 %

Lecturers: prof. V. Prykhodko, DrSc.; Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PF/15	Course title: Corporate Finance (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Participation in exercises, active solution of model examples is required. Written test of knowledge on the 12th week of the semester.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: After passing the subject, the student will receive basic theoretical and practical knowledge in a given discipline with an emphasis on testing knowledge on solved examples. He will understand the problems of business financing, property management and capital structure, capital acquisition, current and future value of investments. Gain basic knowledge of financial analysis.</p> <p>Acquired knowledge: The student will acquire competencies to characterize corporate finance. Knows the issue of financial analysis and is guided in it. He focuses on ownership and capital within the company. Has knowledge of loans, investments, working capital financing.</p> <p>Acquired skills: The student will acquire a skill in the form of the ability to evaluate an investment project. The student knows the technology of obtaining capital from internal and external sources. Able to perform operations within the framework of corporate financial analysis.</p> <p>Acquired competences: The student will greatly increase his ability to analyze the situation. The student will strengthen their mathematical competencies. It will also strengthen the capacity of economic thinking about the intentions to treat transactions as assets and liabilities.</p>	
<p>Course content: 1. Characteristics of corporate finance, essence, main aspects of financial management and decision making. 2. Property and capital structure of the company. 3. Profit and loss statement. Cash-flow as an approach to managing a company's solvency. 4. Acquisition of own capital from external sources. 5. Obtaining equity capital from internal sources. 6. Credit as a financial instrument. 7. Future and present value of investments. Methods for evaluating investment projects. 8. Financing of working capital. 9. Financial analysis of the company.</p>	
Recommended literature:	

1. VLACHYNSKÝ, K. a kol.: Podnikové financie. Bratislava: Súvaha, 2009.
2. KISLINGEROVÁ, E. a kol.: Manažérske financie. Praha : C. H. Beck, 2004.
3. FETISOVOVÁ, E. – VLACHYNSKÝ, K. – SIROTKA, V.: Financie malých a stredných podnikov. Bratislava: IURA EDITION, 2004.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined education: 50 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 70 hours.

Course evaluation:

Total number of evaluated students: 168

A	B	C	D	E	FX
8,93 %	14,88 %	26,79 %	29,17 %	19,05 %	1,19 %

Lecturers: prof. Ing. Anna Šatanová, CSc.; Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Distribution systems and logistics

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/DSL/15	Course title: Distribution systems and logistics (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 4	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. During the semester, the student undergoes continuous assessment - a written test for 40 points and a written exam for 60 points.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student will be able to understand distribution as a necessary condition for effective production and sales management, as well as logistics as part of the process of creating consumption value. Obtain knowledge about distribution, which is the basis for identifying the production of goods (services) with the place, time and volume of demand. He will understand and practice the creation of distribution channels, their roles and relationships within them.</p> <p>Acquired knowledge: The student acquires knowledge in the field of orientation in the matter of the analysis of the current methods of distribution systems and supply chains. Get to know the knowledge related to the problem of distribution systems and logistics. The student will have knowledge related to phases, indicators and decision factors in business management. He will also acquire knowledge concerning the relationship between the quality of material resources and their distribution and decision making.</p> <p>Acquired skills: The student will acquire the skills necessary to achieve the ability to distinguish between different levels of importance in decision making in supply chains and distribution channels. He will also have the skills necessary to implement the various elements of business issues in his own or another company. Acquired skills can contribute, for example. to the ability to perfectly manage your business.</p> <p>Acquired competences: Acquired transferable competencies include the ability to make autonomous decisions in business management dilemmas, including the economic and managerial skills of one's company, the ability to decide how much space to leave in the creation of logistics of their own choice by those directly affected by it. The direct impact on competence lies in the ability to provide some form of logistical advice. The student will strengthen his decision-making competencies, assertiveness, the ability to work in a value-unorthodox environment of any</p>	

company.					
Course content:					
1. Distribution - concept, types of distribution 2. Distribution systems 3. Distribution channels 4. Wholesale trade, its features and structure 5. Retail trade - its features and structure 6. Marketing distribution 7. Definition of logistics. 8. Personnel aspects of logistics 9. Success factors of logistics. 10. Methods used in logistics.					
Recommended literature:					
1. SIXTA, J. – MACÁK, V. 2005. Logistika – Teorie a praxe. Brno: CP Books, 2005. ISBN 80-251-0573-3.					
2. DAŇO, F. 2005. Distribučný manažment. 2. doplnené vydanie. Hronský Beňadik: NETRI, 2005. 176 s. ISBN 80-89202-03-9.					
3. VIESTOVÁ, K. – ŠTOFILOVÁ, J. – ORESKÝ, M. – ŠKAPA, R. 2006. Lexikón logistiky. 1. vyd. Bratislava: Vydavateľstvo EKONÓM, 2005. 266 s. ISBN 80-225-2007-1.					
4. DOBROVIČ, J., GOMBÁR, M., KMEC, J., 2016, LOGISTIKA - Základy podnikovej logistiky, Bookman, s.r.o. pre Prešovskú univerzitu v Prešove Fakultu manažmentu. ISBN 978-80-8165-192-2.					
5. LIBERKO, I., 2010. Základy logistiky: teória a prax. 1. vyd. Prešov: FM PU v Prešove, Grafotlač Prešov. ISBN 978-80-555-0136-9.					
6. LIBERKO, I. a J. KMEC, 2008. Operačný manažment I. Prešov: FM PU v Prešove. ISBN 978-80-8068-902-5.					
7. LIBERKO, I., J. DOBROVIČ, J. KMEC, 2009. Logistika- Praktikum – vybrané oblasti. Prešov: Grafotlač, s.r.o. ISBN 978-80-8068-984-1.					
8. LIBERKO, I., A. PACANA, A. GAZDA, 2012. Wybrane zagadnienia logistyki. Rzeszow: Oficyna Wydawnicza Politechniki Rzeszowskiej. ISBN 978-83-7199-719-8.					
9. KMEC, J., 2008. Logistika. Prešov: FM PU v Prešove. ISBN 978-80-8068-754-00.					
10. KRAJČOVIČ a kol., 2004. Priemyselná logistika. Žilina: ŽU v Žiline. ISBN 80-8070-226-8.					
11. MALINDŽÁK, D. a kol., 2009. Modelovanie a stimulácia v logistike. Sp. Nová Ves: MIDA. ISBN 978-80-553--0265-2.					
12. SIXTA J., V. MACÁT, 2005. Logistika. 1. vyd. Brno: Computer Press. ISBN 80-251-0573-3.					
Language which is necessary to complete the course: Slovak					
Notes:					
Student workload: 120 hours.					
Combined education: 35 hours					
Analysis of learning portals and applications: 30 hours.					
Self-study: 55 hours.					
Course evaluation:					
Total number of evaluated students: 190					
A	B	C	D	E	FX
20,53 %	24,21 %	27,89 %	17,89 %	8,95 %	0,53 %
Lecturers: doc. Ing. Ján Dobrovič, PhD.					
Date of last change: 01.08.2022					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Kód predmetu: KEMM/UCT2/15	Course title: Accounting II. (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/2 per week on-campus	
Number of credits: 4	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade.</p> <p>Continuous evaluation: test 40 points, in order to pass the exam, the student must obtain at least 20 points on the credit test. Final evaluation: written exam 60 points.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: After studying the subject, the student should be able to: - sort balance sheet items by set of accounts, keep balance sheet accounts, keep profit and loss accounts, close accounts and post final balances and final balances when closing accounts, - know methods of valuation on date of accounting of the case and on the date of preparation of financial statements, - be able to draw up financial statements.</p> <p>Acquired knowledge: The student will get acquainted with the topics: funds, shares, long-term assets, accounting relations. In addition, he/she acquires knowledge about capital transactions, costs and income, material and temporal connection of costs and income.</p> <p>Acquired skills: The student acquires the ability to: sort balance sheet items into a system of accounts, keep balance sheet accounts, keep profit and loss accounts, close accounts, and post final balances and final balances in closing accounts. Can prepare accounting documents.</p> <p>Acquired competences: The student will strengthen his financial competence. The student will strengthen their decision-making skills.</p>	
<p>Course content: 1. Cash, their characteristics, accounting and classification. 2. Inventory - characteristics, accounting, evaluation, inventory, inventory accounting. 3. Long-term assets - determination of the content, evaluation. 4. Settlement relations - characteristics and types of settlement relations. 5. Capital accounts and long-term liabilities. 6. Costs and income - general characteristics, classification of costs and income. 7. Material and temporal relationship of costs and income. 8. The result of management.</p>	
<p>Recommended literature: ŠLOSÁROVÁ, A. a kol.: Účtovníctvo B učebný text. Bratislava: Iura Edition, 2009. ISBN 978-80-8078-244-3.</p>	

ŠLOSÁROVÁ, A. a kol.: Účtovníctvo B cvičebnica, druhé upravené vydanie. Bratislava: Iura Edition, 2010. ISBN 978-80-8078-303-7.

MÁZIKOVÁ, K. a kol.: Účtovníctvo. Nadobúdanie zručnosti z podvojného účtovníctva. Bratislava: Iura Edition, 2006, 271 s. ISBN 80-8078-088-9.

ŠLOSÁR, R. – ŠLOSÁROVÁ, A.: Podvojný účtovníctvo pre podnikateľov. Bratislava: Ekonomia, 2005. ISBN 80-8078-043-9.

Zákon 431/2002 Z. z. o účtovníctve, zmenený a doplnený zákonmi: 562/2003 Z. z., 561/2004 Z. z. 518/2005 Z. z.

Odborné časopisy a publikácie: Účtovníctvo a dane v praxi, Poradca podnikateľa

KAJANOVÁ, J. a kol.: Podvojný účtovníctvo zbierka úloh a príkladov. Bratislava: Wolters Kluwer, 2018. ISBN 978-80-8168-886-7.

BONDAREVA, I. a kol.: Základy podvojného účtovníctva v priemyselných podnikoch. Bratislava: SPEKTRUM STU, 2019. ISBN 978-80-227-4927-5.

KAJANOVÁ, J. a kol.: Základy účtovníctva. Bratislava: Wolters Kluwer, 2022. ISBN 978-80-7676-386-9.

JUHÁSZOVÁ, Z. a kol.: Účtovníctvo. Bratislava: Wolters Kluwer, 2022. ISBN 9788076762527.

MÁZIKOVÁ, K. a kol.: Účtovníctvo podnikateľských subjektov I Zbierka riešených a neriešených príkladov. Bratislava: Wolters Kluwer, 2022. ISBN 9788057104612.

MÁZIKOVÁ, K. a kol.: Účtovníctvo podnikateľských subjektov I Učebnica. Bratislava: Wolters Kluwer, 2022. ISBN 9788057104698.

ŠLOSÁROVÁ, A.: Účtovníctvo úlohy, príklady, testy. Bratislava: Wolters Kluwer, 2016. ISBN 9788081684463.

Language required for this course: Slovak

Notes:

Student workload: 120 hours.

Combined education: 30 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 60 hours.

Course evaluation:

Total number of evaluated students: 39

A	B	C	D	E	FX
10,26 %	5,13 %	15,38 %	28,21 %	33,33 %	7,69 %

Lecturers: doc. Ing. Viera Kuzmišinová, PhD.; Mgr. Katarína Vargová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/DAN/14	Course title: Taxes (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/2 per week on-campus	
Number of credits: 3	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test.</p> <p>The assessment method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • calculation of the taxpayer's tax liability - FO (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student has the opportunity to calculate the tax liability of a taxpayer - an individual for income tax in accordance with the current tax legislation. Gain a general understanding of payroll taxation and indirect taxes (VAT, consumption taxes)</p> <p>Acquired knowledge: The student will gain knowledge related to understanding the basic concepts of taxation, taxation principles and the tax system in the Slovak Republic in the context of its breakdown from the point of view of direct and indirect taxes. Get an overview of the development and current issues of tax policy in the European area of the EU member states. He will learn how to use analytical methods for processing tax liabilities and work with the legislative regulation of taxation.</p> <p>Acquired skills: The student is able to calculate the tax liability of a taxpayer - an individual for income tax in accordance with the current tax legislation. The student has the skills of tax optimization of tax liabilities and effective communication with the financial administration through electronic communication in the field of direct and indirect taxes.</p> <p>Acquired competences: The direct impact of competence is to increase financial literacy, the acquisition of competence to understand substantive and procedural legislation. The acquired transferable competencies include analytical, conceptual, communication and decision-making skills.</p>	
Course content:	

1. Definition of the basic terms of taxation. 2. The tax system of the Slovak Republic. 3. Direct taxes - personal income tax, taxation of income from dependent activities. 4. Taxation of income from business activities, other self-employment and rental. 5. Taxation of corporate income. 6. General Provisions of the Income Tax Law. 7. Real estate tax - real estate tax. Other direct taxes. 9. Indirect taxes - the concepts and mechanism of VAT in the country, on the territory of the community, outside the community. 10. VAT - taxable services, object of taxation, tax base. 11. Taxes on consumption - an overview, the basic principles of taxation. 12. Tax policy in the process of European unification.

Recommended literature:

1. SCHULTZOVÁ, A. A KOL.: Daňovníctvo. Daňová teória a politika. Bratislava: IURA EDITION, 2011.
2. Daňové zákony v roku 2014. Bratislava: Pravda, 2014.
3. Daňový sprievodca 2014 s komentárom, edícia Hospodárske noviny.

Language which is necessary to complete the course:Slovak

Notes:

Student workload: 90 hours.
 Combined education: 20 hours
 Analysis of learning portals and applications: 20 hours.
 Self-study: 50 hours.

Course evaluation:

Total number of evaluated students: 190

A	B	C	D	E	FX
48,95 %	12,63 %	14,21 %	11,58 %	11,05 %	1,58 %

Lecturers: doc. Ing. V. Kuzmišinová, PhD.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: Prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/HAJ4/16	Course title: Business english IV. (compulsory, non-profile)
Type, scope and method of educational activity: seminar 3 per week on-campus	
Number of credits: 2	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in English.	
Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the English language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies. The student will strengthen language competencies to level B1 or B2.	
Course content: 1. Entertaining, words for talking about eating and drinking, socialising, small talk 2. Marketing, word partnerships, exchanging information via telephone, writing sales leaflet 3. Planning, reading about successful planning, talking about future plans 4. Managing people, qualities and skills of a good manager, reported speech 5. Conflict, negotiating styles, conditionals, dealing with conflict 6. New business, conditions for starting new business, economic terms, conditionals 7. Products, description of favourite product, passives, writing a report	
Recommended literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Pre-Intermediate Business English. Harlow: Pearson Education Limited, 2006. 2. MURPHY.R.: English grammar in use. CUP, 2004. 3. MASCULL, B.: Business vocabulary in use. CUP, 2010.	
Language which is necessary to complete the course: anglický jazyk	
Notes: Student workload: 60 hours.	

Combined education: 15 hours Analysis of learning portals and applications: 15 hours. Self-study: 30 hours.					
Course evaluation: Total number of evaluated students: 172					
A	B	C	D	E	FX
27,33 %	21,51 %	19,77 %	14,53 %	14,53 %	2,33 %
Lecturers: PhDr. Katarína Radvanská					
Date of last change: 01.08.2022					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MM/15	Course title: International marketing (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 5	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test.</p> <p>The assessment method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving case studies (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Acquaintance of students with the essence of international marketing as an important factor in the success of a company in international markets.</p> <p>Acquired knowledge: After completing the course, the student will gain knowledge about making decisions about the international activities of a company, choosing foreign markets, market segmentation, choosing forms of entry into a foreign market, choosing and adapting appropriate marketing tools. in these markets, and must be familiar with international marketing strategies. He will learn how to use analytical methods to evaluate marketing activities in international markets.</p> <p>Acquired skills: The student can quantify the goals of international marketing, make a SWOT analysis, conduct market segmentation according to segmentation criteria, analyze the international market, describe the behavior of customers and competitors in these markets. The student has effective marketing communication skills and can develop an effective international marketing strategy using appropriate marketing tools.</p> <p>Acquired competences: Acquired transferable competencies include the ability to recognize opportunities and threats needed to gain competitive advantage, the ability to work in a team and in an intercultural environment. Another benefit of competence is the strengthening of evaluative, conceptual, communication and decision-making skills.</p>	
Course content:	

1. Problems of international marketing. 2. Marketing planning. 3. Strategies for entering foreign markets. 4. Sales channels. 5. Features and risks of the international marketing environment. 6. Segmentation, selection of target markets and positioning in international marketing. 7. Product and pricing policy in international marketing. 8. Communication policy in international marketing. 9. Creation and implementation of global marketing strategies. 10. World organizations.

Recommended literature:

1. MACHKOVÁ, H.: Mezinárodní marketing. Praha: GRADA, 2009.
2. BERNDT, R., ALTOBELLI, C.F., SANDER, M.: Mezinárodní marketingový management. Praha: Computer Press, 2009.
3. KOTLER, P.: Marketing management. Praha: Grada, 2001.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined education: 50 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 70 hours.

Course evaluation:

Total number of evaluated students: 188

A	B	C	D	E	FX
9,04 %	28,19 %	47,34 %	12,23 %	3,19 %	0,0 %

Lecturers: doc. Alla Medyanyk Domyshche, PhD.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/CR/15	Course title: Tourism (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 3	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade of the subject evaluation consists of the results of individual forms of interim evaluations and the final test.</p> <p>The evaluation method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solution of case studies in exercises (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
Learning outcomes:	
<p>Completing the topic, the student should be able to understand and correctly use the terminological apparatus in the field of tourism and define tourism in the economic structure of the state, indicate the economic context of tourism development and its consequences for the economy. states, including in the international context, to understand the consumer and his behavior in the tourism market in a broader context, as a carrier of values from a macroeconomic and microeconomic point of view, to be aware of economic benefits and current trends in tourism.</p>	
Acquired knowledge:	
<p>The student will gain knowledge in the field of tourism, starting with its development, economic aspects and its categories, types, forms, directions and functions. He will also study the international business environment, the globalization and internationalization of business, and European Union policies in the context of tourism. The student will get acquainted with the tourism market, with supply and demand, where the consumer occupies an important place in relation to the tourism services provided.</p>	
Acquired skills:	
<p>The student acquires the competence to correctly use the terminological apparatus in the field of tourism and define tourism in the economic structure of the state, is able to analyze the economic context of tourism development and its consequences for the country's economy. the state, including in the international context, evaluates the consumer and his behavior in the tourism market in a broader context, as a carrier of values from a macroeconomic and microeconomic point of view, generalizes economic benefits and can predict current trends in tourism.</p>	

Acquired competences:

The student has the competence to work with information and has skills in the field of time management, and he will strengthen his competencies in the business environment, not only in the domestic but also in the international market. He is able to make independent decisions in a tangle of economic dilemmas and to consider business activity in a broader context.

Course content:

Tourism, development, definitions, categories.
 Economic aspects of tourism.
 Globalization and internationalization of business in tourism.
 Policy of the European Union in tourism.
 International business environment in tourism.
 Tourism market, supply and demand.
 Consumer in tourism and trends in consumer behavior.
 Dimensions of tourism.
 Types and forms of tourism.
 Functions of tourism.
 Services in the field of tourism.

Recommended literature:

BOROVSKÝ, Juraj, SMOLKOVÁ, Eva a NIŇAJOVÁ Iveta. Cestovný ruch trendy a perspektívy. 1. vyd. Bratislava: Iura Edition, 2008. 275 s. ISBN 978-80-8078-215-3.
 HESKOVÁ, Mária et al. Cestovní ruch pre vyššie základné školy a vysoké školy. Praha: Fortuna, 2006. 224 s. ISBN 80-7168-948-3.
 HORNER, Susan a John SWARBROOKE. Cestovní ruch, ubytování a stravování, využití volného času. Praha: Grada Publishing, 2003. 488 s. ISBN 80-247-0202-9. 0-8078-215-3.
 HVIZDOVÁ, Eva. Typológia spotrebiteľov na trhu cestovného ruchu. Vysoká škola Medzinárodného podnikania ISM Slovakia v Prešove, 2014. 102s. ISBN 978-80-89372-60-7.
 JAKUBÍKOVÁ, Dagmar. Marketing v cestovním ruchu. Praha : GRADA Publishing, 2009. 288 s. Marketing. ISBN 978-80-247-3247-3.
 NOVACKÁ, Ludmila et al. Cestovný ruch, technika služieb, delegát a sprievodca. 2. vyd. Bratislava: Vydavateľstvo EKONÓM, 2011. 471 s. ISBN 978-80-225-3237-2.
 ORIEŠKA, Ján. Služby cestovného ruchu. Bratislava: Slovenské pedagogické nakladateľstvo, 2010, 150. s. ISBN 978-80-10-01831-4.
 PALATKOVÁ, Monika. Medzinárodní cestovní ruch. 1. vyd. Praha: Grada Publishing, 2011. 221 s. ISBN 978-80-247-3750-8.
 Časopisy: Cestovateľ, Ekonomická revue cestovného ruchu

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.
 Combined education: 40 hours
 Preparation and presentation of case studies: 25 hours
 Analysis of learning portals and applications: 15 hours.
 Self-study: 70 hours.

Course evaluation:

Total number of evaluated students: 190

A	B	C	D	E	FX
55,26 %	11,58 %	11,05 %	13,68 %	7,89 %	0,53 %

Lecturers: doc. Alla Medyanyk Domyshe, PhD.; PhDr. Ing. Eva Hvizdová, Ph.D., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/TOV/15	Course title: Merchandising (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test.</p> <p>The assessment method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving case studies (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
Learning outcomes:	
The goal is to understand the meaning and purpose of the subject for work in business practice.	
Acquired knowledge:	
The student will acquire knowledge related to basic information and knowledge about the characteristics of the useful properties of products and their impact on the ability of competitors throughout the product life cycle and sustainable production and consumption approaches. To get acquainted with the methods of product evaluation, their significance and application in business practice. The requirements for the quality of goods (technical standardization, testing, certification, authorization and the system of goods protection and consumer protection) and approaches to sustainable production and consumption are analyzed in detail. Familiarize yourself with the main groups of food and non-food products.	
Acquired skills:	
The student will have the skills necessary to determine the usefulness of a product from the manufacturer's and consumer's point of view. Since there are many different products on the market and many consumers with different requirements, it is often impossible to unambiguously determine which of the products is the best in terms of usefulness. Based on the analysis, the student realizes the order of importance of the characteristics of individual consumers and is able to use analytical techniques in the field of determining product quality. He will acquire skills in the field of orientation in the legislative regulation of consumer protection and product quality.	

Acquired competences:

Acquired transferable competencies include the ability to think analytically and critically. The direct impact of course completion on competence is to strengthen the student's evaluative, conceptual, communication and decision-making skills..

Course content:

Subject, purpose, meaning and development of commodity science. Assortment and its classification. OKEC. NACE. International classification of products. Useful properties and utility value. Impact on products. Goods protection. Package. Storage. Consumer protection. Testing. Technical standardization. Testing. Match detection. Authorization. Certification. Rating. Qualitative. Compliance marks. Food. Vegetable products. Food of animal origin. Drinks and snacks. Non-grocery goods. Hardware. Glass and ceramics. Paper. Rubber. Plastics. Pharmacy and beauty products. products. Electrical appliances. Electronic products. Wood products and furniture. Textiles and clothing. Textile haberdashery. Shoes and leather goods. Furs. Gems.

Recommended literature:

POLÁK, Matej - KAČEŇÁK, Igor. Tovaroznalectvo potravinárskeho tovaru. Bratislava : Vydavateľstvo Ekonóm, 2003. 166 s. ISBN 80-225-1695-3. POLÁK, Matej - KAČEŇÁK, Igor - URBLÍKOVÁ, Daniela - MLÁKAY, Jozef. Tovaroznalectvo : návody na cvičenia a semináre. 1. vydanie. Bratislava : Vydavateľstvo Ekonóm, 2005. 179 s. ISBN 80-225-2012-8. LACKOVÁ, Alica, KARKALÍKOVÁ, Marta: Tovaroznalectvo potravinárskeho tovaru. Bratislava : Ekonóm, 2005. 194 s. ISBN 80-225-2027-06. HLÔŠKA, B. – KAČEŇÁK, J. – MLÁKAY, J.: Tovaroznalectvo priemyselného tovaru. Bratislava: Ekonóm, 2004. 254 s. - ISBN 80-225-1809-3 MLÁKAY, J.: Tovaroznalectvo priemyselného tovaru. Bratislava: Ekonóm, 2009.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours.

Course evaluation:

Total number of evaluated students: 187

A	B	C	D	E	FX
15,51 %	38,5 %	16,58 %	17,11 %	12,3 %	0,0 %

Lecturers: prof. V. Prykhodko, DrSc.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/PKV/15	Course title: Product and quality (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Continuous evaluation:</p> <p>active participation in the exercises - 20 points; presentation of the project - 30 points. written exam 50 points.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Providing basic knowledge of product quality issues, quality standards, quality assessment methods and quality management systems.</p> <p>Acquired knowledge: Providing basic knowledge about product quality issues, quality standards, quality assessment methods and quality management systems, describing complaint procedures and consumer rights, explaining the principles of industrial engineering, quality management, identifying methods for improving quality.</p> <p>Acquired skills: The student is able to process statistical reports and information materials, ensure the economics of the economic entity in terms of product quality.</p> <p>Acquired competences: The student has the ability to independently solve and analyze problems, be responsible for the results of their work and the team in the field of the quality of the company's products, as well as individual manufactured and sold products and services.</p>	
<p>Course content: 1. The concept of quality and its meaning. 2. Signs of product quality. 3. ISO 9000 series standards. Building a quality management system in accordance with ISO 9000. 4. Quality management, audits and certification. 5. Process approach in quality systems. 6. Economic aspects of quality. Quality cost analysis. Product life cycle cost model. 7. Technical standardization. Metrology. Metrological concepts, abbreviations and terms. 8. Quality management information system, quality management in production. 9. Quality manager tools, advanced quality management tools (Six Sigma, QFD, EFQM, FMEA, 8D). 10. Accreditation, notification, conformity assessment and labeling in Europe.</p>	
Recommended literature:	

1. KOLLÁR, V.: Produkt a kvalita. Bratislava, Ekonóm 2008, 210 str.
2. KOLLÁR, V.: Manažment kvality. Bratislava: VŠEaM VS, 2013, ISBN 978-80-89600-11-3.
3. BLECHARZ, P.: Základy moderního řízení kvality. Praha: Ekopress, 2011, ISBN: 978-80-86929-750.
4. CRAWFORD, C. – DI BENEDETTO, C.: New Products Management. McGraw-Hill International Edition, 2000.
5. CHAJDIAK, J.: Štatistické riadenie kvality. Bratislava: Statis 1998.
6. MATEIDES, A.: Manažerstvo kvality. Bratislava: EPOS 2006, ISBN 80-8057-656-4.
7. NENADÁL, J. a kol.: Moderní systémy řízení jakosti. Praha: Management Press, 2008.
8. SINAY, J.: Nástroje zlepšovania kvality. Prešov: ManaCon, 2007.
9. SUCHÁNEK, P.: Kvalita jako faktor konkurenceschopnosti podniku. Brno: Masarykova univerzita, 2011.
10. VEBER, J. a kol.: Management kvality, environmentu a bezpečnosti práce. Praha: Management Press, 2010, ISBN 80-726-1-14.
11. ŠATANOVÁ, A., 2020. Quality economy. In: Management aspects in forestry and forest based industries Scientific book. Zagreb, Croatia: WoodEMA, i.a., 2020, 181 – 196 s. ISBN 978-953-57822-7-8.
12. ŠATANOVÁ, A, MOKRIŠOVÁ, V. (2020): Manažerstvo kvality, Vysokoškolská učebnica, Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2020. 416 s., ISBN 978-80-89372-88-1, EAN 97880893732881

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 10 hours

Preparation and presentation of the semester work (thesis): 20 hours

Analysis of learning portals and applications: 10 hours.

Self-study: 50 hours.

Item grading

Total number of assessed students: 190

A	B	C	D	E	FX
30,0 %	14,21 %	17,37 %	17,89 %	18,42 %	2,11 %

Lecturers: Doc. Ing. V. Kuzmišinová, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/VT/15	Course title: Market research (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 2	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test.</p> <p>The assessment method consists of:</p> <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving case studies (30%) • written exam (60%) <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Familiarization of students with the essence of marketing research as an important tool for the company's success in the domestic and international markets.</p> <p>Acquired knowledge: The student will acquire knowledge related to the marketing research process, the marketing information system, identifying secondary and primary data and their acquisition needs, identifying and using quantitative and qualitative primary research methods, validating collected data, and reporting marketing research results. He will understand the importance of marketing research in the context of identifying marketing opportunities and threats, as well as developing, evaluating and monitoring a company's marketing activities.</p> <p>Acquired skills: The student can determine the resources needed for market research, analyze the components of the external environment, develop a market research methodology, design a questionnaire as a quantitative research tool to collect primary data, apply the selected qualitative research tool and methods, analyze the data collected in the primary research and write a research report.</p> <p>Acquired competences: Acquired transferable competencies include the ability to obtain secondary and primary data, create databases and the necessary information that determines the competitiveness and prosperity of an enterprise in a rapidly changing environment and digital economy. The direct competence impact is to strengthen the student's analytical, conceptual and decision-making</p>	

abilities.												
<p>Course content: 1. Content of marketing research. 2. Process of marketing research. 3. Quantitative methods of primary research. 4. Research methods. Request typology. Scales. 5. Characteristics and methods of observation. 6. Qualitative methods of primary research. 7. File selection. 8. Data analysis. Collected data control. 9. Report on the results of marketing research.</p>												
<p>Recommended literature: FORET, M. Marketingový průzkum. 2. akt. vyd. Brno: Computer Press 2012. 116 s. ISBN 978-80-265-0038-4. HVIZDOVÁ , E. a kol. 2020. Základy marketingu. VŠMP ISM Slovakia. 258 s. ISBN 978-80-89372-85-0. KOZEL, R., L. MYNÁŘOVÁ a H. SVOBODOVÁ. Moderní metody a techniky marketingového výzkumu. Praha: Grada, 2011. 304 s. ISBN 978-80-247-3527-6. RICHTEROVÁ, K. Marketingový výskum. 2. dopl. Vyd. Bratislava: Ekonóm, 2007. 407 s. ISBN 9788022523622. ŘEZANKOVÁ, H. Analýza dat z dotazníkových šetření. 3.vyd. Praha: Professional, 2011. 224 s. ISBN 978-80-7431-062-1.</p>												
<p>Language which is necessary to complete the course: Slovak</p>												
<p>Notes: Student workload: 60 hours. Combined education: 15 hours Analysis of learning portals and applications: 15 hours. Self-study: 30 hours.</p>												
<p>Course evaluation: Total number of evaluated students: 191</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>39,79 %</td> <td>24,08 %</td> <td>23,04 %</td> <td>9,42 %</td> <td>3,66 %</td> <td>0,0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	39,79 %	24,08 %	23,04 %	9,42 %	3,66 %	0,0 %
A	B	C	D	E	FX							
39,79 %	24,08 %	23,04 %	9,42 %	3,66 %	0,0 %							
<p>Lecturers: doc. Ing. J. Dobrovič, PhD.; PhDr. Mgr.Viera Mokrišová, PhD., MBA</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. Ing. Anna Šatanová, CSc.</p>												

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: COJP/HAJ5/14	Course title: Business English V. (compulsory, non-profile)
Type, scope and method of educational activity: seminar 4 per week on-campus	
Number of credits: 5	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The topic is completed with an exam. During the semester, he conducts a knowledge test. During the examination period, he conducts a knowledge test and an oral exam. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral exam during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Students will acquire new knowledge of the English language. They will practice grammar rules and expand their vocabulary in this area, with an emphasis on the functionality and efficiency of using the language tools they have mastered. They will be able to discuss current issues related to the environment and globalization, advertising and business ethics, unemployment, trade and company restructuring.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in English.	
Acquired skills: The student will gain the ability to understand long, extensive spoken texts. The student will acquire the ability to use the English language flexibly.	
Acquired competences: The student will strengthen their language skills, namely to the language level B2 or C1. The student will strengthen lexical competencies.	
Course content: 1. Globalisation and green issues, dangers and benefits of globalisation, ways of entering new markets 2. Brands, fashion piracy, interview with a marketing specialist 3. Advertising, good and bad practices, ways of advertising 4. Employment, describing personal character, choosing the best candidate 5. Trade, import and export, barriers to international trading, conditions 6. Organisations, flexibility in the workplace, noun combinations, socialising 7. Money, stock market, types of money, describing trends 8. Ethics, ethical and unethical activities in business, words to do with honesty and dishonesty	
Recommended literature: 1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Intermediate Business English.	

<p>Harlow: Pearson Education Limited, 2005.</p> <p>2. MacKenzie, I.: English for Business Studies. CUP, 2005.</p> <p>3. EMMERSON, P.: Essential Business Vocabulary Builder. Macmillan, Oxford.2011.</p> <p>4. MASCULL, B.: Business vocabulary in use. CUP, 2010.</p> <p>5. MURPHY, R.: English grammar in use. CUP, 2004.</p>					
<p>Language which is necessary to complete the course: English</p>					
<p>Notes:</p> <p>Student workload: 150 hours.</p> <p>Combined education: 40 hours</p> <p>Analysis of learning portals and applications: 30 hours.</p> <p>Self-study: 80 hours.</p>					
<p>Course evaluation:</p> <p>Total number of evaluated students: 192</p>					
A	B	C	D	E	FX
23,44 %	20,83 %	16,15 %	22,4 %	16,67 %	0,52 %
<p>Lecturers: PhDr. Katarína Radvanská</p>					
<p>Date of last change: 01.08.2022</p>					
<p>Approved by: prof. Ing. Anna Šatanová, CSc.</p>					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/SZP/15	Course title: Bachelor Thesis Seminar (compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites: Course conditions: The student prepares and submits, after consultation and the procedure of reminding the supervisor of the final work, a working version in the amount of 50% of the final thesis. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will receive basic knowledge and an overview of the methodology and techniques for writing a thesis, the basics of writing a thesis, including practical application in the form of creating the first version of a thesis.	
Acquired knowledge: The student will gain knowledge about the methodology, how to prepare a professional text. The student will acquire the knowledge necessary to create a text of a professional nature.	
Acquired skills: The student will acquire practical skills such as quoting and planning the creation of a text. The student will acquire the skills of text editing and searching for resources. The student will learn to look for sources of foreign origin.	
Acquired competences: The student will strengthen his informational competence. The student will strengthen their creative competencies. The student will strengthen their language and communication skills.	
Course content: 1. Drawing up a work schedule for writing a thesis. 2. Determination of the purpose of the work and the collection and study of professional literature. 3. Methods and techniques for creating a thesis. 4. Structuring the work into separate chapters. 5. The first version of the work, the reminder procedure.	
Recommended literature: SMERNICA č.3/2013 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove. STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie. PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2. MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6.	
Language which is necessary to complete the course: Slovak	

Notes:

Student workload: 120 hours.

Combined education: 30 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 70 hours.

Course evaluation:

Total number of evaluated students: 36

The Bachelor thesis seminar is not evaluated by credit, just is evaluated without credit.

Credited	Not credited
100 %	0 %

Lecturers: doc. Ing. Emília Pribišová, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OPX/15	Course title: Pre-service Practice (compulsory, non-profile)
Type, scope and method of educational activity: pre-service 24 teaching hours/18 working hours per semester combined	
Number of credits: 2	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the topic: The student prepares and submits a prepared report from Pre-service Practice, confirmed by the organization in which it was held. The assessment is carried out according to the classification scale A, B, C, D, E, FX (credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student checks the information obtained in the course of theoretical training in the specific specific conditions of the chosen organization or institution, applies theoretical knowledge to practical problems. He acquires work habits, assumes responsibility when working in a team and gets to know the real problems of the company's practice in order to learn how to identify them and propose suitable solutions. The result of training is the ability to apply theoretical knowledge to practical problems, acquire the basics of working skills, take responsibility, get acquainted with the environment of organizations focused and operating in the field of education. Familiarize yourself with specific work standards, general work schedules, work in heterogeneous teams, principles of work in organizations.	
Acquired knowledge: The student will gain knowledge about exploitation, about the realities of specific organizations. The student will gain knowledge related to the work of organizations.	
Acquired skills: The student is learning how the organization works. The student will learn how to prepare a report from Pre-service practice.	
Acquired competences: The student will strengthen their competencies for working in a team. The student will strengthen their working competencies.	
Course content: Pre-service practice will take place in selected organizations, where students will get acquainted with the working environment, mechanisms and methods of management, problems chosen by them as a subject of observation, financial and economic analysis, which they will process in the form of proposals for solutions in a separate report from the practice, evaluated by a representative management of the selected organization and the guarantor of the subject.	
Recommended literature: Literary sources on the direction of the student's individual activity in professional practice.	
Language which is necessary to complete the course: Slovak language, foreign language in the case of foreign pre-service practice.	
Notes: Student workload: 60 hours. Preparation of the student's self-assessment: 10 hours.	

Preparation of outputs from pre-service practice: 20 hours.
Analysis of organizations suitable for the performance of pre-service practice: 10 hours.
Self-study of the organization and the search for innovative ideas for improvements: 20 hours.

Course evaluation:

Total number of evaluated students:167

Pre-service practice is not assessable credit, only is valuated without credit.

Započítané	Nezapočítané
100 %	0 %

Lecturers: Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

1. state exam subject - Economic questions in English

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/HPAJ/17	Course title: Economic questions in English (subject of state exam) (compulsory, non-profile)
Type, scope and method of educational activity: on-campus	
Number of credits: 6	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites: a student has to earn the required number of credits	
<p>Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student demonstrates the level of knowledge he acquired during his studies and the ability to use this knowledge creatively in practice. From the content point of view, it presents a systemic view, the interconnectedness of the individual professional teaching subjects of the economics and management.</p> <p>Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge in economics and management, independently and creatively use the theoretical knowledge of economics and management as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.</p> <p>Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area from the disciplines of theory of economics and management.</p> <p>Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.</p>	
<p>Course content: Written part: 1. Resume 2. Motivation letter 3. Job application 4. Request for information 5. Inquiry 6. Offer 7. Order 8. Delivery 9. Complaint 10. Protocol 11. Sales letter 12. Reminder 13. Invitation 14. Note 15. Letter of thanks. Oral part: 1. Occupation and interview 2. Leadership personality and business ethics 3. Work environment 4. Planning and organization 5. Legal forms of business 6. Markets and market mechanism 7. Business and business 8. Company structure 9. Intercultural communication 10. Globalization and environmental issues 11. International trade 12. European Union 13.</p>	

Assessing the economic performance of V4 countries using the magic quadrilateral 14. The economic crisis and its solution 15. Wages and unemployment 16. Taxes and the tax system 17. Money and inflation 18. Euro and other currencies 19. Banks and stock exchange 20. Personnel management 21. Marketing 22. Marketing mix - product 23. Marketing mix - point of sale 24. Marketing mix - communications, advertising 25. Marketing mix - prices.

Recommended literature:

1. COTTON, D. – FALVEY, D. – KENT, S.: Market Leader. Intermediate Business English. Harlow: Pearson Education Limited, 2005.
2. MacKenzie, I.: English for Business Studies. CUP, 2005.
3. EMMERSON, P.: Essential Business Vocabulary Builder. Macmillan, Oxford.2011.
4. MASCULL, B.: Business vocabulary in use. CUP, 2010.
5. MURPHY, R.: English grammar in use. CUP, 2004.

Language which is necessary to complete the course: English

Notes:

Student workload: 180 hours.
 Combined education: 20 hours
 Analysis of learning portals and applications: 60 hours.
 Self-study: 100 hours

Course evaluation:

Total number of evaluated students: 440

A	B	C	D	E	FX
13,18 %	26,82 %	22,27 %	22,95 %	14,55 %	0,23 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

1. state exam subject - Economic questions in German

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COPJ/HPNJ/17	Course title: Economic questions in German (subject of state exam) (compulsory, non-profile)
Type, scope and method of educational activity: on-campus	
Number of credits: 6	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites: a student has to earn the required number of credits	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he acquired during his studies and the ability to use this knowledge creatively in practice. From the content point of view, it presents a systemic view, the interconnectedness of the individual professional teaching subjects of the economics and management.	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge in economics and management, independently and creatively use the theoretical knowledge of economics and management as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.	
Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area from the disciplines of theory of economics and management.	
Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Written part: 1. Resume 2. Motivation letter 3. Job application 4. Request for information 5. Inquiry 6. Offer 7. Order 8. Delivery 9. Complaint 10. Protocol 11. Sales letter 12. Reminder 13. Invitation 14. Note 15. Letter of thanks. Oral part: 1. Occupation and interview 2. Leadership personality and business ethics 3. Work environment 4. Planning and organization 5. Legal forms of business 6. Markets and market mechanism 7. Business and business 8. Company structure 9. Intercultural communication 10. Globalization and environmental issues 11. International trade 12. European Union 13.	

Assessing the economic performance of V4 countries using the magic quadrilateral 14. The economic crisis and its solution 15. Wages and unemployment 16. Taxes and the tax system 17. Money and inflation 18. Euro and other currencies 19. Banks and stock exchange 20. Personnel management 21. Marketing 22. Marketing mix - product 23. Marketing mix - point of sale 24. Marketing mix - communications, advertising 25. Marketing mix - prices.

Recommended literature:

1. BRAUNERT, J., SCHLENKER, W.: Unternehmen Deutsch. Aufbaukurs. Stuttgart: Klett Verlag, 2005. ISBN 3-12-675745-6
2. BRAUNERT, J., SCHLENKER, W.: Unternehmen Deutsch. Aufbaukurs. Arbeitsbuch. Stuttgart: Klett Verlag, 2006. ISBN 3-12-675746-4
3. MACAIRE, D., NICOLAS, G.: Wirtschaftsdeutsch für Fortgeschrittene. München: Klett Edition Deutsch, 1995. ISBN 3-12-675128-8 4.
4. HIEMÄE, M.: Deutsch im Geschäftsleben. Praha: Leda, 2001. ISBN 80-85927-77-2 2.
5. LÉVY-HILLERICH, D., KRAJEWSKA-MARKIEWICZ, R.: Mit Deutsch in Europa. Plzeň: Fraus, 2004. ISBN 80-7238-359-0

Language which is necessary to complete the course: German

Notes:

Student workload: 180 hours.
 Combined education: 20 hours
 Analysis of learning portals and applications: 60 hours.
 Self-study: 100 hours

Course evaluation:

Total number of evaluated students: 90

A	B	C	D	E	FX
21,11 %	17,78 %	15,56 %	14,44 %	31,11 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

1. state exam subject - Economic questions in Russian

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: COJP/HPRJ/17	Course title: Economic questions in Russian (subject of state exam) (compulsory, non-profile)
Type, scope and method of educational activity: on-campus	
Number of credits: 6	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites: a student has to earn the required number of credits	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he acquired during his studies and the ability to use this knowledge creatively in practice. From the content point of view, it presents a systemic view, the interconnectedness of the individual professional teaching subjects of the economics and management.	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge in economics and management, independently and creatively use the theoretical knowledge of economics and management as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.	
Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area from the disciplines of theory of economics and management.	
Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Written part: 1. Resume 2. Motivation letter 3. Job application 4. Request for information 5. Inquiry 6. Offer 7. Order 8. Delivery 9. Complaint 10. Protocol 11. Sales letter 12. Reminder 13. Invitation 14. Note 15. Letter of thanks. Oral part: 1. Occupation and interview 2. Leadership personality and business ethics 3. Work environment 4. Planning and organization 5. Legal forms of business 6. Markets and market mechanism 7. Business and business 8. Company structure 9. Intercultural communication 10. Globalization and environmental issues 11. International trade 12. European Union 13.	

Assessing the economic performance of V4 countries using the magic quadrilateral 14. The economic crisis and its solution 15. Wages and unemployment 16. Taxes and the tax system 17. Money and inflation 18. Euro and other currencies 19. Banks and stock exchange 20. Personnel management 21. Marketing 22. Marketing mix - product 23. Marketing mix - point of sale 24. Marketing mix - communications, advertising 25. Marketing mix - prices.

Recommended literature:

1. DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008.
2. KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2004.
3. MROVJĚCOVÁ, L.: Obchodní ruština. Brno: Computer-Press, 2009.

Language which is necessary to complete the course: Russian

Notes:

Student workload: 180 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 60 hours.

Self-study: 100 hours

Course evaluation:

Total number of evaluated students: 427

A	B	C	D	E	FX
37,5 %	9,38 %	15,63 %	25,0 %	12,5 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

2. state exam subject - International Trade and Business

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MOP/17	Course title: International Trade and Business (final state exam subject) (compulsory, non-profile)
Type, scope and method of educational activity: on-campus	
Number of credits: 6	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites: a student has to earn the required number of credits	
<p>Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student demonstrates the level of knowledge he has acquired during his studies. and the ability to creatively apply this knowledge to business practice. From a content point of view, it represents a systematic view, the relationship and interconnectedness of individual professional subjects of the economics and management study field.</p> <p>Acquired knowledge: The student can analyze and evaluate the current state of theoretical knowledge from economics and management in the field of international trade and business, independently and creatively use theoretical knowledge as a methodological platform for moral reasoning and evaluation, synthesize and apply acquired theoretical knowledge to real problems of social practice.</p> <p>Acquired skills: The student can present and defend his/her point of view from the point of view of evaluating a specific area from the disciplines of economics and management in the context of international trade and business.</p> <p>Acquired competences: The student can demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.</p>	
<p>Course content: World economy and globalization. Theories of international trade. Trends in the development of international trade. Intercultural aspects in international business. Types of foreign trade operations. International monetary systems. Financial markets. Securities. The stock exchange as a financial institution.</p>	

Business entrepreneurship in an international context.
 Business management and business operations.
 Business Services.
 International marketing program and its use.
 Marketing mix and its main tools. Market research.
 Consumer behavior. Market and competition analysis.
 distribution systems. Logistics and its place in business.
 Tourism is its main category. consumer in tourism.

Recommended literature:

BALÁŽ, P.: Medzinárodné podnikanie. Bratislava: Sprint, 1994.
 CIHELKOVÁ, E. a kol.: Světová ekonomika – regiony a integrace. Praha: Grada Publishing, 2002
 ŠTĚRBOVÁ, L. a kol.: Mezinárodní obchod ve světové krizi 21. století. Praha: Grada Publishing, 2013.
 BALDWIN, R. – WYPLOSZ, Ch.: Ekonomie Evropské integrace. Praha : Grada, 2008.
 NOVÝ, I., SCHROLL-MACHL, S. Interkulturní komunikace v řízení a podnikání. Management Press. 2007.
 MULAČOVÁ, V. – MULAČ, P. a kol. 2013. Obchodní podnikání ve 21. století. Praha: Grada. 520 s..
 STRÁŽOVSKÁ, H. - STRÁŽOVSKÁ, L. 2010. Obchodné podnikanie. Bratislava: SPRINT dva. 280 s.
 SPÁČIL, V. Marketingové řízení. Sylaby a případové studie. Ostrava: Repronis, 2004. 100 s. ISBN 80–7329–077–4.
 HVIZDOVÁ, E. et al. Základy marketingu. 1. vyd. Prešov: VŠMP ISM Slovakia v Prešove, 2013. 219 s.
 KARLÍČEK, M. et al. Základy marketingu. 1. vyd. Praha: Grada Publishing, 2013.
 KOTLER, P., KELLER, K. L. Marketing Management. 14. vyd. Praha: Grada, 2013. 816 s.
 MACHKOVÁ, H.: Mezinárodní marketing. Praha: GRADA, 2009. 2. BERNDT, R., ALTOBELLI, C.F., SANDER, M.: Mezinárodní marketingový management. Praha: Computer Press, 2009.
 SIXTA, J. – MACÁK, V. 2005. Logistika – Teorie a praxe. Brno : CP Books, 2005.
 DAŇO, F. 2005. Distribučný manažment. 2. doplnené vydanie. Hronský Beňadik : NETRI, 2005. 176 s. .

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 180 hours.
 Combined education: 20 hours
 Analysis of learning portals and applications: 60 hours.
 Self-study: 100 hours

Course evaluation:

Total number of evaluated students: 35

A	B	C	D	E	FX
31,43 %	20,0 %	25,71 %	5,71 %	17,14 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

3. state exam subject - Economics and business management

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/ERP/17	Course title: Economics and business management (final state exam subject) (compulsory, non-profile)
Type, scope and method of educational activity: on-campus	
Number of credits: 6	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites: a student has to earn the required number of credits	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he has acquired during his studies. and the ability to creatively apply this knowledge to business practice. From a content point of view, it represents a systematic view, the relationship and interconnectedness of individual professional subjects of the economics and management study field.	
Acquired knowledge: The student can analyze and evaluate the current state of theoretical knowledge from economics and management in the field of economics and business management, independently and creatively use theoretical knowledge as a methodological platform for moral reasoning and evaluation, synthesize and apply acquired theoretical knowledge to real problems of social practice.	
Acquired skills: The student can present and defend his position from the point of view of evaluating a specific area from the disciplines of economics and management in the context of economics and business management.	
Acquired competences The student can demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Basic questions of economic theory. Measuring and expressing the efficiency of the economy. Market mechanism, supply and demand. The market for factors of production. Economic cycles. Types of competitions. Unemployment. Money and interest rates, monetary policy. The essence and place of the company in a market economy. Typology of enterprises. Production factors of the enterprise. The company's expenses and income. Business Transformation Activities	

Financial goals of the company and asset management. Sources of business financing. Forms of business lending. Making investment decisions and evaluating the effectiveness of investments.

Overview of the main financial statements. Company financial analysis

Essence and systems of management, business management.

Business management functions: planning, organization, control, decision making, human resource management, motivation and reward.

Recommended literature:

1. LISÝ, J.: Ekonomie, Bratislava, Iura Edition 2011
2. JUREČKA, V. a kol.: Makroekonomie. Praha: Grada, 2010.
3. PAVELKA, T.: Makroekonomie. Základní kurz. Praha: VŠEM, 2009
4. SAMUELSON, P.A. – NORDHAUS, W.D.: Ekonomie. Bratislava: Elita, 2000.
5. JUREČKA, V. a kol.: Mikroekonomie. Praha: Grada publishing, 2013.
6. HOLKOVÁ, V, VESELKOVÁ, A: Mikroekonómia. Bratislava: Sprint dva, 2008.
7. LISÝ, J. a kol.: Ekonomie v novej ekonomike. Bratislava: Iura edition, 2012.
8. ČEPELOVÁ, A. a kol.: Základy manažmentu. Prešov : VŠMP ISM Slovakia 2007.
9. SEDLÁK, M.: Manažment. 4. vydanie. Bratislava: IURA Edition 200.,
10. VLACHYNSKÝ, K. a kol.: Podnikové financie. Bratislava: Súvaha, 2009.
11. KISLINGEROVÁ, E. a kol.: Manažérske finance. Praha : C. H. Beck, 2004
12. MAJTÁN, Š. a kol.: Podnikové hospodárstvo. Bratislava: Sprint 2007.
13. KUPKOVIČ, M. a kol.: Podnikové hospodárstvo – komplexný pohľad na podnik. Bratislava: Sprint 2003.
14. SEDLÁK, M.: Podnikové hospodárstvo. Bratislava: IURA Edition 2007.
15. ALEXY, J. – SIVÁK, R.: Podniková ekonomika. Bratislava: IRIS 2005.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 180 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 60 hours.

Self-study: 100 hours

Course evaluation:

Total number of evaluated students: 35

A	B	C	D	E	FX
28,57 %	11,43 %	22,86 %	17,14 %	20,0 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OZP/17	Course title: Bachelor thesis (compulsory, non-profile)
Type, scope and method of educational activity: on-campus	
Number of credits: 10	
Recommended semester: 6.	
Cycle of study: 1.	
Prerequisites: a student has to earn the required number of credits	
<p>Conditions for passing the topic:</p> <p>The condition is to write and submit the final version of the final bachelor thesis, which is prepared on a topic written by the supervisor and approved by the head of the department. The thesis must be original, created by the author, using the indicated information sources and respecting copyright. The required range of 30-40 standard pages without attachments, in a standard formal arrangement, must be observed. It should contain theoretical and possibly application chapter, together with a section on the definition of work methodology and research methods.</p> <p>The bachelor thesis is submitted in two printed copies, its electronic version, which must be identical to the printed version, is inserted by the student into the final theses registration system in PDF format. The originality of the thesis is assessed in the central register of theses. A report on the originality of the final thesis is drawn up on the result of the originality check. Checking originality is a necessary condition for defense.</p> <p>Part of the submission of the work is the conclusion of a license agreement for the use of the digital copy of the work between the author and the Slovak Republic on behalf of the college/university.</p> <p>The bachelor thesis is assessed by the supervisor of the bachelor thesis and the opponent, who prepare assessments according to the established criteria.</p> <p>The Commission for State Examinations will evaluate the progress of the defense in a closed session and decide on the classification. During the classification, it comprehensively assesses the quality of the bachelor thesis and its defense, taking into account the assessments and the course of the defense, and evaluates it with one common grade. The decision on the result of the defense will be announced by the chairman of the commission together with the result of the relevant state exam for compliance with the rules required by the protection of personal data (GDPR).</p>	
<p>Learning outcomes:</p> <p>The bachelor thesis verifies mastery of theory and professional terminology, basic standard scientific methods and the level of knowledge that the student acquired during his studies. It demonstrates the ability of independent professional work from a content and formal point of view. The thesis usually brings partial knowledge within the field.</p> <p>Acquired knowledge:</p> <p>The student can independently and creatively use professional sources, analyze and evaluate the current state of the problem in his/her field, synthesize and apply the acquired theoretical knowledge in practical educational activities, adequately choose research procedures and functionally apply them.</p> <p>Acquired skills:</p> <p>The student is able to present and defend his/her professional position on the problems of educational work and to find ways to solve them.</p>	

Acquired competences:

The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems of his/her studies.

Course content:

The thesis defense has a steady course:

1. Introductory speech of the graduate, presentation of the results of the final thesis.
2. Presentation of the main points from the written opinions of the supervisor and the opponent.
3. Answering the questions of the supervisor and the opponent.
4. A professional debate on the bachelor thesis with questions to the graduate.

The thesis is available to the committee during the defense. The graduate's introduction should include the following points in particular:

1. Brief justification of the choice of the topic, its topicality, practical benefit.
2. Clarification of the objectives and methodology of the work.
3. The main content issues of the thesis.
4. Conclusions and practical recommendations reached by the graduate.

During the presentation, the graduate has his/her own copy of the thesis or a written introduction. The speech will be delivered separately. It can make use of computer technology. The opening performance should be short, not exceeding ten minutes.

Recommended Bibliography:

SMERNICA č.3/2013 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove.

STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.

PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2.

MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6.

Language which is necessary to complete the course: *Slovak language* (in the case of the rector's written consent, also in a foreign language with a summary of the thesis and chapters in the Slovak language)

Notes:

Student workload: 300 hours.

Combined education: 60 hours

Preparation and presentation of the final thesis: 100 hours.

Analysis of learning portals and applications: 50 hours.

Self-study: 90 hours

Course evaluation:

Total number of evaluated students: 528

A	B	C	D	E	FX
28,03 %	26,89 %	22,16 %	13,45 %	9,47 %	0 %

Lecturers: prof. Ing. Anna Šatanová, CSc. (Commission for State Examinations)

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Methodology of scientific work

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MVP/14	Course title: Methodology of scientific work (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures and exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. The condition for passing the topic is the preparation of a semester work on a given topic, the work must meet the criteria for writing a scientific text both in terms of formality and content. It should contain a theoretical and applied chapter, as well as a chapter on the definition of the methodology of work and research methods. Credits will not be awarded to a student who does not meet the required criteria. The final assessment of the subject assessment consists of activity and participation in exercises (10%) and processing and submission of semester work (90%). The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: After passing the subject, the student is able to write works of a professional and scientific nature, use and generalize knowledge from professional literature. Acquires knowledge in order to apply theoretical knowledge to a specific object of study and use scientific methods.	
Acquired knowledge: The student acquires knowledge about the basic terminology of writing some words. An important area of expertise relates to the preparation of a dissertation, its structure, the content of individual chapters, citation methods, paraphrasing, the formal side of a dissertation, the ethics of citation, bibliographic references, and how to write an abstract, introduction, and conclusion of a dissertation.	
Acquired skills: The student knows how to correctly use the terminological apparatus, knows how to compare the currents of opinions of individual authors, knows how to creatively introduce a new point of view based on the use of new knowledge, while the value of his work lies in the collection, systematization and own interpretation of known information.	
Acquired competences: The student has the ability to think and act creatively and flexibly, the ability to understand scientific articles, contributions, and can also identify and solve problems associated with the construction of scientific work both in terms of formality and content.	
Course content: 1. Preparation of written work. The main stages of preparing a written work. 2. Seminar work. Department of seminary work. Volume of seminar work. 3. Margins and editing side of the seminar report. 4. Seminar report with a title page. Seminar paper without title page. 5. Abstract and content of the seminar report. 6. The main text of the seminar work. Quotations	

in seminar reports. Heel in seminar work. 7. List of used literature - bibliographic references in the seminar work. 8. Citation and bibliographic references. Links - footnotes. 9. Retellings. Additional notes on writing professional dissertations. 10. Terminology - the correct spelling of some words. 11. Instructions for writing articles (professional articles). 12. Publishing ethics. Plagiarism.

Recommended literature:

SMERNICA č.3/2013 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove. STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.

PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2.

MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6.

Language required for this course: Slovak

Notes:

Student time load: 90 hours

Combined training: 25 hours

Analysis of learning portals and applications: 35 hours

Self study: 30 hours

Item grading

Total number of assessed students: 133

A	B	C	D	E	FX
26,32 %	17,29 %	28,57 %	18,8 %	9,02 %	0 %

Lecturers: PhDr. Ing. Eva Hvizdová, Ph.D., MBA

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/EU/15	Course title: European Union (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. During the semester there will be two tests to test knowledge, each for 13 points, and at the end of the semester, passing a seminar work on a given topic for 14 points. At the end of the semester, 60 points are awarded. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The goal of the completed education will be to gain a new perspective on the history and present of the European Union, the importance of European citizenship, as well as participation in the preparation and attraction of European funds from EU funds.	
Acquired knowledge: The student will get a basic understanding of the European Union in terms of geography, history, economics, political science, law and other realities. He will get acquainted with the EU institutions, the sphere of the internal market and the topic of international economic integration. Acquires advanced knowledge about the relations of the Slovak Republic with the EU within the framework of the EU rules of functioning. Get an overview of the latest development trends in the EU.	
Acquired skills: The student will acquire skills within the framework of orientation in the basic rules of the European Union. He will also acquire the skill of thinking in terms of the specifics of public administration within the framework of EU membership. He will also acquire the ability to see certain economic barriers associated with Slovakia's EU membership.	
Acquired competences: The student will acquire orientational competencies in the EU in terms of its economic aspects. The student will acquire competencies that will allow him to fully use Slovakia's EU membership in the context of possible further participation (business, travel, national economy, etc.).	
Course content: 1. International economic integration 2. EU development - historical understanding 3. EU pillars, EU legal framework 4. EU institutions - meaning and role 5. EU single internal market 6. EU economy 7. EU common policy 8. Accession of the Slovak Republic to the EU - accession conditions 9. Functioning of the Slovak Republic in the EU conditions 10. New directions and trends in the development of the EU	

Recommended literature:

1. BALÁŽ, P.: Medzinárodné podnikanie. Bratislava: Sprint, 1994.
2. BALDWIN, R. – WYPLOSZ, Ch.: Ekonomie Evropské integrace. Praha: Grada, 2008.
3. KAŇA, R.: Evropská unie A. Ostrava: VŠB TU, 2010.

Language which is necessary to complete the course:Slovak**Notes:**

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 180

A	B	C	D	E	FX
57,22 %	15,56 %	16,11 %	7,22 %	3,33 %	0,56 %

Lecturers: doc. Ing. Viera Kuzmišinová, PhD.; Ing. Iveta Fekiač Sedláková, PhD.**Date of last change:** 01.08.2022**Approved by:** prof. Ing. Anna Šatanová, CSc.

Course description - Management in the field of hotel and restaurant services

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/HMAN/15	Course title: Management in the field of hotel and restaurant services (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures and exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. Intermediate assessment: 1. preparation of a presentation in the field of hotel services (case study) max. 30 points to pass the test, the presentation must be assessed min. 15 points. During the presentation, the structure of the content, originality, creativity, form of presentation and processing, as well as the quality and timeliness of the presented service from the point of view of the provider are evaluated. 2. active participation in exercises 10 points. Final grade: written test 60 points. Credits will not be awarded to a student who does not meet the required criteria. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test. The assessment method consists of: <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving cases in exercises (30%) • written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Completing the topic, the student should be able to understand and correctly use the terminology in the field of hotel services, gastronomy and additional services, be able to navigate the economic activities resulting from the provision of services in the hotel and gastronomic establishments, be aware of the economic benefits and current trends in the field of hotel services and catering establishments.	
Acquired knowledge: The student will gain knowledge related to the terminological apparatus of hotels and gastronomic classifications, their classification and management in the sectors of production, sales, accommodation and supply. Important areas of expertise include financial management, marketing, control management, quality management and the human factor as a carrier of services in gastronomic and hotel establishments. At the same time, service delivery trends are an integral part of learning.	
Acquired skills: The student is able to correctly use the terminological apparatus in the field of hotel services, gastronomy and additional services, is able to navigate the economic activities resulting from the provision of services in hotel and gastronomic establishments, is able to analyze the economic results associated with the provision of services, is able to identify current trends in	

hotel and catering services and draw up a business plan.

Acquired competences:

The student has the ability to think and act creatively and flexibly, the ability to communicate with people, the ability to work in a team, the ability to identify and solve problems. He will strengthen his competencies in the business environment, not only in the domestic but also in the international market. He has the ability to make independent decisions and see business activity in the market opportunities offered.

Course content:

1. Hotel and its classification, definition of the terminological apparatus in the field of hotel industry. 2. Services and their classification, the position of the leader in the provision of services. 3. Quality management of hotel and restaurant services. 4. Management of accommodation services, their definition and categorization. 5. Management of gastronomic services. 6. Supply management. 7. Control management. 8. Marketing communications in the field of hotel and gastronomic services. 9. Current trends in the provision of hotel and gastronomic services.

Recommended literature:

HVIZDOVÁ, E. – BARTKOVÁ, L. 2017. Manažment v hoteloch a reštauráciách. Prešov: Vašo Štefan Stavjarský, 2017. ISBN 978-80-89372-72-0.

HVIZDOVÁ, E. 2015. Základy manažmentu v gastronomických a hotelových službách. Prešov: Michal Vaško – Vydavateľstvo, 2015. ISBN 978-80-89372-62-1.

HVIZDOVÁ, E.: Typológia spotrebiteľov na trhu cestovného ruchu. VŠ MP ISM Slovakia v Prešove, 2014. 102 s. ISBN 978-80-89372-60-7.

KŘÍŽEK, F. a J. NEUFUS: Moderní hotelový management. Praha: Grada, 2011.189 s. ISBN 978-80-247-3868-0.

GÚČIK, M.: Hotelový a reštauračný manažment. Bratislava: VŠE, 1991. ISBN 80-225-0333-9.

ORIEŠKA, Ján. Služby cestovného ruchu. Bratislava: Slovenské pedagogické nakladateľstvo, 2010, 150. s. ISBN 978-80-10-01831-4.

KIRÁLOVÁ, A.: Marketing hotelových služieb. 2 vydání. Praha: EKOPRESS, 2006. ISBN80-86929-05-1.

PATÚŠ, P. – GÚČIK, M.: Manažment ubytovacej prevádzky hotela. Banská Bystrica: Slovensko – švajčiarske združenie pre rozvoj cestovného ruchu, 2005. ISBN 978-80-89090-67-9.

Časopisy: Hotelier, Horeca, Top Gastro

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 15 hours

Analysis of learning portals and applications: 25 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 70

A	B	C	D	E	FX
10,0 %	20,0 %	15,71 %	32,86 %	21,43 %	0 %

Lecturers: doc. A. Medyanyk Domyshe, PhD.; PhDr. Ing. Eva Hvizdová, Ph.D., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Operations in foreign trade

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OZO/15	Course title: Operations in foreign trade (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The grade is awarded based on a successful final test. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SS. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The assessed credit is realized by a written test.</p> <p>The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: After completing the course, the student is able to theoretically and practically master the specifics of foreign economic transactions, distinguish between the business environment within the EU and outside the EU, identify and eliminate the risks arising from foreign trade. In particular, he will acquire the necessary knowledge about payment relations with foreign countries and the role of banks in this process.</p> <p>Acquired knowledge: The student will gain knowledge about the various features of operations in foreign trade. He knows the business environment of the European Union and beyond. Acquires knowledge about payment relations with foreign countries. Possesses the necessary knowledge of the specifics of foreign economic activity.</p> <p>Acquired skills: The student will acquire the skill of practical orientation within the framework of a payment transfer to various countries. To master technological maps of the mechanism of foreign economic operations. He acquires the ability to foresee risks in foreign trade.</p> <p>Acquired competences: The student acquires practical competence in making payments abroad as efficiently as possible. The student will acquire competencies that will enable him to predict risks based on symptoms or multiple variables. The student will acquire the ability to anticipate possible technical procedural obstacles at a general level.</p>	
<p>Course content: 1. Foreign trade (FT) its functions, tasks and significance 2. Special types of foreign economic transactions 3. Risks in FT and ways to eliminate them 4. Payment transactions in FT 5. New forms of financing in FT - bank guarantees 6. Technical obstacles in ZO 7. Customs duties in foreign trade 8. Import trade case 9. Export trade case</p>	
<p>Recommended literature: BALÁŽ, P. a kol. : Medzinárodné podnikanie. Bratislava: Sprint 2010.</p>	

FIFEK, E.: Obchodovanie a platenie v styku so zahraničím. Bratislava: Ekonóm 2005.
KOLLÁR, V. a kol.: Technické prekážky v obchode. Bratislava: Ekonóm 2010.
KORČMÁROŠ, J. a kol. : Obchodné operácie v zahraničnom obchode. Bratislava: Ekonóm 2003.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 33

A	B	C	D	E	FX
18,18 %	21,21 %	36,36 %	15,15 %	9,09 %	0 %

Lecturers: prof. V. Prykhodko, DrSc.; Ing. Iveta Fekiač Sedláková, PhD

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - The political system of the Slovak Republic

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of social science	
Code: KSV/PLSSR/18	Course title: The political system of the Slovak Republic (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
Podmienky na absolvovanie predmetu: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: activity and participation of students in exercises (10%) final written test (90%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Výsledky vzdelávania: The educational outcome is to acquaint the listeners with knowledge of political theory with an emphasis on institutional-organizational relations in our state. The course tries to lead students to the reception of the essence and possible development tendencies of the Slovak political system, through understanding the relationship between the general, the special and the unique. The focus of the teaching is on the fundamental principles of the constitution of power at the horizontal and vertical level, as well as on its self-governing organization with an emphasis on the elementary principles of Slovak constitutionalism.	
Acquired knowledge: By completing the subject, the student will acquire basic knowledge related to political systems in general with special emphasis on the specifics of the Slovak political system. The content priority is the definition of the subject area and the political system category itself. The student will become familiar with the application of this category in a specific environment, as well as its outcome in political practice within the constitutional system of the Slovak Republic. He will acquire the knowledge necessary to understand the broader context of the exercise of political power within the established political system.	
Acquired skills: The student is able to analyze the institutional structure of political power and knows the basic political science categories, which he can handle not only on a general theoretical level, but also on a comparative level using the examples of various state departments, with a special emphasis on practice in the Slovak Republic.	
Acquired competences:	

Transferable competences are mainly analytical and comparative skills, perception of social and political realities in wider contexts, ability to synthesize acquired knowledge. The student can apply these skills within various humanities and social science fields.

Course content:

Introduction to the study. Historical development of the political system in Slovakia in various contours. General characteristics of the Slovak Republic. The form of the SR state from the point of view of political theory. Constitutional and political system of the Slovak Republic, principles of constitutionalism. Characteristics of the constitution and its functions. Political rights guaranteed in the Slovak Republic. Legislative power (legislation). Executive power (executive). Judiciary (jurisprudence). Supervisory power in the conditions of the Slovak Republic. The relationship between state administration and self-government. System of political parties in Slovakia. Elections and electoral systems in the Slovak Republic during the creation of various institutional components. Legislative process in the state.

Recommended literature:

BOCHIN, M. – POLAČKO, J. 2015. Politický systém ako kategória politických vied. Plzeň: Aleš Čeněk., 2015. 544 s. ISBN 978-80-7380-561-6.

BOCHIN, M. - POLAČKO, J. 2021. Politický proces. Teoretická a fenomenologická analýza. Plzeň: Aleš Čeněk, 2021. 255 s. ISBN 978-80-7380-839-6.

GÁL, F., MESEŽNIKOV, G., KOLLÁR, M. (eds.): Vízia vývoja Slovenskej republiky do r. 2020. Bratislava: IVO, 2003

MESEŽNIKOV, G., GYARFÁŠOVÁ, O.: Vláda strán na Slovensku – skúsenosti a perspektívy. Bratislava: IVO, 2004

ŠTEFANOVIČ, M.: Zrod slovenskej štátnosti a zánik československej federácie. Bratislava: IRIS, 1999

PALÚŠ, I., SOMOROVÁ, O.: Štátne právo SR. Košice: UPJŠ, 2002

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 0

A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %

Lecturers: PhDr. ThDr. Ing. J. Polačko, PhD.

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Theory of organization and management

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KSV/TEOR/13	Course title: Theory of organization and management (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is an assessment of participation and activity in the exercises and a final written examination. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. Students who score at least 50% of the intermediate grade are allowed to take the written exam. The final assessment of the subject assessment is made up of the results of individual forms of intermediate assessments and the final test. The assessment method consists of: <ul style="list-style-type: none"> • activity and participation of students in exercises (10%) • solving case studies (30%) • written exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: Familiarization of students with the essence of management as a function and process necessary to achieve organizational goals.	
Acquired knowledge: The student will get acquainted in detail with the essence and foundations of management, the development of management theories, the management process and its main functions (planning, organizing, managing people and controlling). He will gain knowledge on the issue of human resource management, the essence of strategic management, change management and managing organizations in an intercultural environment. He will learn to use analytical methods to evaluate management activities at individual levels of organization management.	
Acquired skills: The student can quantify the goals of the organization, use sequential and cross-functional management functions using appropriate analytical management tools. The student has the skills of effective managerial communication, conducting and organizing workshops, team building. Possesses the skills of effective coordination of managerial work at the middle level of management, effective resolution of conflicts and tasks, even in an intercultural environment.	
Acquired competences: Acquired transferable competencies include the ability to work in a team and in an	

intercultural environment. Other acquired benefits are the strengthening of evaluative, conceptual, communication and decision-making skills.

Course content:

1. Introduction to the subject of organization and management theory - requirements for the successful completion of the subject
2. Subject, mission and goals of formal organizational units
3. Historiographical development of views on social organization
4. Man in social organization - achieving desired effects and participation
5. Formalized organizational structures of organizational units
6. Dynamics of organizational relations and social audit of social organizations
7. Organization and phased management and management of organizational structural units.
8. Human resource management - Personnel service of the organization (structure, mission, goals, activities)
9. Personnel planning: recruitment - use of information. -organizational and other human resources
10. Enterprise /organization/ as a functional social system.
11. Globalization and its consequences, as one of the reasons for changing the functioning of the organization
12. The final round table on the topic of the application of TOAR in practice - an exit test (knowledge test)

Recommended literature:

BĚLOHLÁVEK.F.: Organizační chování, Olomouc, Rubico 1996 , ISBN 80-85839-09-1
JANKELOVÁ, N. a kol. 2022. Manažment. Bratislava: Wolters Kluwer. 552 s. ISBN 9788076762633.
KELLER.J.: Sociologie byrokracie a organizace, Praha, SLON 2001, ISBN 080-85850-15-x
MORAWSKI,W.: Ekonomická sociologie,teórie,empírie,. SLON 2008, ISBN 80-86429-43-1
WEBER,M.: Základné sociologické pojmy, Bratislava, SOFA 1999, ISBN 80-85752-44-1

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
Combined education: 20 hours
Analysis of learning portals and applications: 20 hours.
Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 68

A	B	C	D	E	FX
17,65 %	23,53 %	23,53 %	22,06 %	13,24 %	0 %

Lecturers: prof. V. Prykhodko, DrSc.; PhDr. Mgr.Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

Course description - Marketing applications and management games

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MAMH/15	Course title: Marketing applications and management games (elective compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (40%) company presentation (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The subject focuses on solving managerial and marketing tasks while simulating various economic conditions.	
Acquired knowledge: By completing the course, the student will acquire knowledge related to the basic issues of analytical and strategic thinking of a manager for solving managerial and marketing decision-making situations. He will acquire the necessary knowledge for increasing the company's reaction ability to changes in the market environment.	
Acquired skills: The student can analyze the individual components of the internal and external environment, synthesize them in mutual contexts and formulate solutions using effective marketing and management analytical tools.	
Acquired competences: Acquired transferable competencies include the ability to assess phenomena and facts in broader contexts, the ability to synthesize knowledge that the student can use in various decision-making situations. The student can recognize the opportunities and threats necessary to gain a competitive advantage.	
Course contents: 1. Marketing applications in selected companies - case studies 2. Managerial games – simulation in Slovak conditions 3. Management games – business cycle simulation	
Recommended literature:	

1. GOGA, M.: Kvantitatívny manažment. Bratislava: Ekonómia, 2000.
2. FOTR, J. a kol.: Manažerské rozhodování. Postupy, metody a nástroje. Praha: Ekopress, 2006.
3. PAPULA, J. – PAPULOVÁ, Z.: Manažerske rozhodovanie. Vybrané problémy. Bratislava: Kartprint 2005.
4. DAŇKO, J.: Rozhodovanie manažéra - praktikum. Prešov: ISM Slovakia Prešov, 2007.
5. VARCHOLOVÁ, T.: Rozhodovacia analýza pre manažérov. Bratislava: Ekonóm, 2000.
6. TEREK, M.: Analýza rozhodovania. Bratislava: IURA Edition, 2007.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 0

A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %

Lecturers: doc. Ing. Ján Dobrovič, PhD.; PhDr. Mgr. Viera Mokrišová, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HNJ1/15	Course title: Business German I. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in German.	
Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the German language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: Greeting a visitor, Conversing, Offering refreshment, Asking for help, Introducing yourself and others, Asking for personal information, Explaining the day's program, A tour of the company, Companies and products, Industries and company types and structure, Introducing a company, Extending invitations, Accept, reject, make appointments	
Recommended literature: 1. CONLIN, C.: Unternehmen Deutsch. München: Klett Verlag, 2000. ISBN 3-12-675730-8 2. WISEMAN, Ch.: Unternehmen Deutsch. Arbeitsheft. München: Klett Verlag, 2000. ISBN 3-12-675669-7 3. MACAIRE, D., NICOLAS, G.: Wirtschaftsdeutsch für Anfänger. München: Klett Edition Deutsch, 1995. ISBN 3-12-675128-8 4. JASNY, S., JÄGER, A.: Wirtschaftsdeutsch für Anfänger. Grundstufe. Zusatzübungen. München: Klett Edition Deutsch, 1999. ISBN 3-12-675133-4 5. LÉVY-HILLERICH, D., KRAJEWSKA-MARKIEWICZ, R.: Mit Deutsch in Europa. Plzeň: Fraus, 2004. ISBN 80-7238-359-0	

6. FÜGERT, N.; GROSSER, R., HANKE, C. und co.: DaF im Unternehmen B2. Stuttgart: Klett Verlag, 2019. ISBN: 978-3-12-676455-1 7

7. RETTER, S.: Business Deutsch: Lernen auf der Überholspur für Englisch-Sprecher. Createspace Independent Publishing Platform: 2017, ISBN 1545183260

Language which is necessary to complete the course: Slovak and german language

Notes:

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 161

A	B	C	D	E	FX
14,29 %	13,66 %	26,09 %	27,95 %	18,01 %	0 %

Lecturers: PhDr. Zuzana Karabinošová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HNJ2/15	Course title: Business German II. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in German.	
Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the German language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: Recommend restaurants, Talk about family and home, Describe developments: Spending on leisure time, Talk about holidays/holidays, Structure and tasks of different departments, Working hours and pay, Describe areas of responsibility at work, Describe parts of office equipment and how they work, About recruitment talk to work	
Recommended literature: 1. CONLIN, C.: Unternehmen Deutsch. München: Klett Verlag, 2000. ISBN 3-12-675730-8 2. WISEMAN, Ch.: Unternehmen Deutsch. Arbeitsheft. München: Klett Verlag, 2000. ISBN 3-12-675669-7 3. MACAIRE, D., NICOLAS, G.: Wirtschaftsdeutsch für Anfänger. München: Klett Edition Deutsch, 1995. ISBN 3-12-675128-8 4. JASNY, S., JÄGER, A.: Wirtschaftsdeutsch für Anfänger. Grundstufe. Zusatzübungen. München: Klett Edition Deutsch, 1999. ISBN 3-12-675133-4 5. LÉVY-HILLERICH, D., KRAJEWSKA-MARKIEWICZ, R.: Mit Deutsch in Europa. Plzeň: Fraus, 2004. ISBN 80-7238-359-0	

6. FÜGERT, N.; GROSSER, R., HANKE, C. und co.: DaF im Unternehmen B2. Stuttgart: Klett Verlag, 2019. ISBN: 978-3-12-676455-1

7. RETTER, S.: Business Deutsch: Lernen auf der Überholspur für Englisch-Sprecher. Createspace Independent Publishing Platform: 2017. ISBN: 1545183260

Language which is necessary to complete the course: Slovak and german language

Notes:

Student workload: 90 hours.

Combined education: 20 hours

Analysis of learning portals and applications: 20 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 29

A	B	C	D	E	FX
17,24 %	10,34 %	34,48 %	24,14 %	13,79 %	0 %

Lecturers: PhDr. Zuzana Karabinošová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HNJ3/16	Course title: Business German III. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning Outcomes: Graduates of the subject will be able to: Understand conversational texts of medium length, even if they do not know their topic at all Understand and transfer information from more complex, professional texts Flexibly and effectively use the language for personal purposes Have a broad outlook on the register of language resources for receiving, transmitting and providing reliable information on various topics appropriate to the language level B1 or B2. Write a more complex (min. 120 words) text of a general and partly technical nature on an unknown topic.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in German.	
Acquired skills: The student will gain the ability to understand long, extensive spoken texts. The student acquires the ability to use the German language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: Calling abroad, The best partner for a conversation, Requests and statements, Who do we want to talk to, Names and addresses, Understanding the news and reports, On the move in Germany, Deutsche Bahn – timetable, Trade fair, Germany trade fair stand, The world acts here, Product description	
Recommended literature: 1. CONLIN, C.: Unternehmen Deutsch. München: Klett Verlag, 2000. ISBN 3-12-675730-8 2. WISEMAN, Ch.: Unternehmen Deutsch. Arbeitsheft. München: Klett Verlag, 2000. ISBN 3-12-675669-7 3. MACAIRE, D., NICOLAS, G.: Wirtschaftsdeutsch für Anfänger. München: Klett Edition Deutsch, 1995. ISBN 3-12-675128-8 4. JASNY, S., JÄGER, A.: Wirtschaftsdeutsch für Anfänger. Grundstufe. Zusatzübungen.	

<p>München: Klett Edition Deutsch, 1999. ISBN 3-12-675133-4 5. LÉVY-HILLERICH, D., KRAJEWSKA-MARKIEWICZ, R.: Mit Deutsch in Europa. Plzeň: Fraus, 2004. ISBN 80-7238-359-0 6. FÜGERT, N.; GROSSER, R., HANKE, C. und co.: DaF im Unternehmen B2. Stuttgart: Klett Verlag, 2019. ISBN: 978-3-12-676455-1 7. RETTER, S.: Business Deutsch: Lernen auf der Überholspur für Englisch-Sprecher. Createspace Independent Publishing Platform: 2017. ISBN: 1545183260</p>																	
Language which is necessary to complete the course: Slovak and german language																	
<p>Notes: Student workload: 90 hours. Combined education: 20 hours Analysis of learning portals and applications: 20 hours. Self-study: 50 hours</p>																	
<p>Course evaluation: Total number of evaluated students: 32</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>3,13 %</td> <td>25,0 %</td> <td>37,5 %</td> <td>21,88 %</td> <td>12,5 %</td> <td>0 %</td> </tr> </tbody> </table>						A	B	C	D	E	FX	3,13 %	25,0 %	37,5 %	21,88 %	12,5 %	0 %
A	B	C	D	E	FX												
3,13 %	25,0 %	37,5 %	21,88 %	12,5 %	0 %												
Lecturers: PhDr. Zuzana Karabinošová																	
Date of last change: 01.08.2022																	
Approved by: prof. Ing. Anna Šatanová, CSc.																	

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HNJ4/16	Course title: Business German IV. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
Subject Completion Conditions: The subject is completed with a credit score. During the semester, he conducts a knowledge test. During the examination period, he performs a knowledge test and an oral answer. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral answer during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning Outcomes: Graduates of the subject will be able to: Understand conversational texts of medium length, even if they do not know their topic at all Understand and transfer information from more complex, professional texts Flexibly and effectively use the language for personal purposes Have a broad outlook on the register of language resources for receiving, transmitting and providing reliable information on various topics appropriate to the language level B1 or B2. Write a more complex (min. 120 words) text of a general and partly technical nature on an unknown topic.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in German.	
Acquired skills: The student will gain the ability to understand long, extensive spoken texts. The student acquires the ability to use the German language flexibly.	
Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.	
Course content: Employees in the company, administrative processes, target agreement, management, assessment, time and money, selling, sales conference, sales targets, the way to the customer, assembly seminar, is the customer king for you?, At the trade fair - trade fair locations, trade fair goals, product presentation, import - export , A company and its founder, Export order, Delivery, The fine print, Complaints management, "I want to work here" - a look at the job offers, Education systems, the Europass CV, the written application, job interview (my chances?)	
Recommended literature: 1. BRAUNERT, J., SCHLENKER, W.: Unternehmen Deutsch. Aufbaukurs. Stuttgart: Klett Verlag, 2005. ISBN 3-12-675745-6 2. BRAUNERT, J., SCHLENKER, W.: Unternehmen Deutsch. Aufbaukurs. Arbeitsbuch.	

Stuttgart: Klett Verlag, 2006. ISBN 3-12-675746-4
 3. MACAIRE, D., NICOLAS, G.: Wirtschaftsdeutsch für Fortgeschrittene. München: Klett Edition Deutsch, 1995. ISBN 3-12-675128-8
 4. JASNY, S., JÄGER, A.: Wirtschaftsdeutsch für Anfänger. Grundstufe. Zusatzübungen. München: Klett Edition Deutsch, 1999. ISBN 3-12-675133-4
 5. LÉVY-HILLERICH, D., KRAJEWSKA-MARKIEWICZ, R.: Mit Deutsch in Europa. Plzeň: Fraus, 2004. ISBN 80-7238-359-0
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 7. RETTER, S.: Business Deutsch: Lernen auf der Überholspur für Englisch-Sprecher. Createspace Independent Publishing Platform: 2017. ISBN: 1545183260

Language which is necessary to complete the course: Slovak and german language

Notes:

Student workload: 90 hours.
 Combined education: 20 hours
 Analysis of learning portals and applications: 20 hours.
 Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 183

A	B	C	D	E	FX
8,2 %	13,11 %	18,58 %	28,96 %	22,4 %	8,74 %

Lecturers: PhDr. Zuzana Karabinošová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HNJ5/17	Course title: Business German V. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 4 per week on-campus	
Number of credits: 5	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. The topic is completed with an exam. During the semester, he conducts a knowledge test. During the examination period, he conducts a knowledge test and an oral exam. A student who scores less than 50% will receive an FX grade. The final grade is calculated as the average of the grades of the knowledge test during the semester, the knowledge test and the oral exam during the examination period. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: A graduate of a subject can: Understand extensive oral texts, even if they do not know their topic at all Understand and communicate longer and more complex professional texts Flexible and effective use of language for personal and work purposes Have a broad language register Resources for receiving, transmitting and giving accurate information on various topics that correspond to language level B2 or C1. Write a dense and complex (min. 150 words) text of a general and professional nature on an unknown topic.	
Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in German.	
Acquired skills: The student will gain the ability to understand long, extensive spoken texts. The student acquires the ability to use the German language flexibly.	
Acquired competences: The student will strengthen their language skills, namely to the language level B2 or C1. The student will strengthen lexical competencies.	
Course content: Needs and needs, the economic cycle, production, the production factor work, unemployment, the national product, taxes, the business cycle, the market, the market economy, legal forms in companies, goods.	
Recommended literature: 1. HIEMÄE, M.: Deutsch im Geschäftsleben. Praha: Leda, 2001. ISBN 80-85927-77-2 2. HÖPPNEROVÁ, V.: Němčina v hospodářství. Havl. Brod: Ekopress, 2004. ISBN 80-86119-80-7 3. HÖPPNEROVÁ, V.: Obchodujeme německy. Havl. Brod: Ekopress, 2004. ISBN 80-	

86119-86-6

4. LÉVY-HILLERICH, D., KRAJEWSKA-MARKIEWICZ, R.: Mit Deutsch in Europa. Plzeň: Fraus, 2004. ISBN 80-7238-359-0

5. SACHS, R.: Deutsche Handelskorrespondenz: Ismaning: Hueber, 2005. ISBN 3-19-001662-3

6. FÜGERT, N.; GROSSER, R., HANKE, C. und co.: DaF im Unternehmen B2. Stuttgart: Klett Verlag, 2019. ISBN: 978-3-12-676455-1

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Language which is necessary to complete the course: Slovak and german language

Notes:

Student workload: 150 hours.

Combined education: 30 hours

Analysis of learning portals and applications: 50 hours.

Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 59

A	B	C	D	E	FX
13,56 %	18,64 %	20,34 %	28,81 %	18,64 %	0 %

Lecturers: PhDr. Zuzana Karabinošová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HRJ1/15	Course title: Business Russian I. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 1.	
Cycle of study: 1.	
Prerequisites:	
<p>Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Topic completed with assessed credit. Knowledge testing is carried out during the semester, and the oral answer - during the exam. The final grade is calculated as the average of the knowledge test during the semester and the oral answer. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.</p> <p>Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in Russian.</p> <p>Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the Russian language flexibly.</p> <p>Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.</p>	
<p>Course content: Written font, basic rules of use. Pronunciation rules. Intonation constructions. Gender in the Russian language. Personal pronouns. Who/what is that? Possessive expressions, questions, answers. Acquaintance. Basic types of syllable conjugation. A visit. Basic numbers. Ordinal numbers. House, apartment. Possessive pronouns. Accusative, Conjunctions. What/because.</p>	
<p>Recommended literature: DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008. KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2004.</p>	
Language which is necessary to complete the course: Slovak and russian language	
Notes:	

<p>Student workload: 90 hours. Combined education: 20 hours Analysis of learning portals and applications: 20 hours. Self-study: 50 hours</p>					
<p>Course evaluation: Total number of evaluated students: 91</p>					
A	B	C	D	E	FX
39,56 %	19,78 %	13,19 %	9,89 %	17,58 %	0 %
<p>Lecturers: Mgr. Klára Tomášová</p>					
<p>Date of last change: 01.08.2022</p>					
<p>Approved by: prof. Ing. Anna Šatanová, CSc.</p>					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HRJ2/15	Course title: Business Russian II. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 2.	
Cycle of study: 1.	
Prerequisites:	
<p>Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Topic completed with assessed credit. Knowledge testing is carried out during the semester, and the oral answer - during the exam. The final grade is calculated as the average of the knowledge test during the semester and the oral answer. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.</p> <p>Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in Russian.</p> <p>Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the Russian language flexibly.</p> <p>Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.</p>	
<p>Course content: The family. Family relations. Prepositional declension of nouns and pronouns. Prepositions in, on, difference in use. Compound sentences - creation. Catering system. A restaurant. Shopping. Verb types. Russian currency. Word formation. The verb to give/to give, particularities of tying. Accusative. Antonyms. Clothing. Phrases, proverbs, sayings.</p>	
<p>Recommended literature: DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008. KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2004.</p>	
Language which is necessary to complete the course: Slovak and russian language	
Notes:	

<p>Student workload: 90 hours. Combined education: 20 hours Analysis of learning portals and applications: 20 hours. Self-study: 50 hours</p>					
<p>Course evaluation: Total number of evaluated students: 32</p>					
A	B	C	D	E	FX
40,63 %	12,5 %	9,38 %	15,63 %	21,88 %	0 %
<p>Lecturers: Mgr. Klára Tomášová</p>					
<p>Date of last change: 01.08.2022</p>					
<p>Approved by: prof. Ing. Anna Šatanová, CSc.</p>					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HRJ3/16	Course title: Business Russian III. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 3.	
Cycle of study: 1.	
Prerequisites:	
<p>Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Topic completed with assessed credit. Knowledge testing is carried out during the semester, and the oral answer - during the exam. The final grade is calculated as the average of the knowledge test during the semester and the oral answer. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student will master the basics of professional language and terminology, basic knowledge of grammar will be consolidated so that he can adequately deal with everyday communication situations such as calling, booking accommodation, problem solving, product presentation and communication during a conference break.</p> <p>Acquired knowledge: The knowledge component of the subject is the acquisition of vocabulary from the field of economics in Russian.</p> <p>Acquired skills: The student will gain the ability to understand long, extended oral texts. The student will acquire the ability to use the Russian language flexibly.</p> <p>Acquired competences: The student will strengthen language competencies. The student will strengthen lexical competencies.</p>	
<p>Course content: Visiting, holiday. Genitive case of nouns and pronouns. Possessive pronouns. Past tense. Sport. Free time. Theater. The cinema. Basic numerals and their linking with nouns. Antonyms. Prepositions v/i, na/s. Future tense. The weather. Seasons. Accusative case of nouns and adjectives.</p>	
<p>Recommended literature: DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008. KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2004.</p>	
Language which is necessary to complete the course: Slovak and russian language	
Notes:	

<p>Student workload: 90 hours. Combined education: 20 hours Analysis of learning portals and applications: 20 hours. Self-study: 50 hours</p>					
<p>Course evaluation: Total number of evaluated students: 41</p>					
A	B	C	D	E	FX
14,63 %	19,51 %	12,2 %	24,39 %	24,39 %	4,88 %
<p>Lecturers: Mgr. Klára Tomášová</p>					
<p>Date of last change: 01.08.2022</p>					
<p>Approved by: prof. Ing. Anna Šatanová, CSc.</p>					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HRJ4/16	Course title: Business Russian IV. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 3	
Recommended semester: 4.	
Cycle of study: 1.	
Prerequisites:	
<p>Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Topic completed with assessed credit. Knowledge testing is carried out during the semester, and the oral answer - during the exam. The final grade is calculated as the average of the knowledge test during the semester and the oral answer. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student acquires new knowledge about the language, expanding vocabulary, including set phrases, as well as grammatical skills. The graduate can follow and understand simple to moderately complex text heard in its main contexts - understand basic information; Spontaneously just talk to them about basic topics that are familiar to them. Write a short and simple text of a general nature on a familiar topic.</p> <p>Acquired knowledge: The cognitive component of the subject is the acquisition of economic vocabulary in Russian.</p> <p>Acquired skills: The student will gain the ability to understand long, extensive spoken texts. The student will acquire competence in the flexible use of the Russian language.</p> <p>Acquired competences: The student will strengthen the language competencies to the language level B1 or B2. The student will strengthen lexical competencies</p>	
<p>Course content: Accusative - irregularity. Demonstrative pronouns. Forming adverbs and adjectives. Health care. At the doctor. Dative. Future tense. Education. Profession. Proverbs about education. Construction - How many years. Verbs in the dative case. Using selected words. Using particles. City, transport. Motion verbs.</p>	
<p>Recommended literature: DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008. KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2004.</p>	

Language which is necessary to complete the course: Slovak and russian language					
Notes: Student workload: 90 hours. Combined education: 20 hours Analysis of learning portals and applications: 20 hours. Self-study: 50 hours					
Course evaluation: Total number of evaluated students: 136					
A	B	C	D	E	FX
15,44 %	8,82 %	18,38 %	19,85 %	30,15 %	7,35 %
Lecturers: Mgr. Klára Tomášová					
Date of last change: 01.08.2022					
Approved by: prof. Ing. Anna Šatanová, CSc.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/HRJ5/17	Course title: Business Russian V. (elective compulsory, non-profile)
Type, scope and method of educational activity: seminar 4 per week on-campus	
Number of credits: 5	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
<p>Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge in the course of a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the intermediate grade. Topic completed with assessed credit. Knowledge testing is carried out during the semester, and the oral answer - during the exam. The final grade is calculated as the average of the knowledge test during the semester and the oral answer. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student acquires new knowledge about the language, the vocabulary expands, including established phrases, grammatical skills are acquired with an emphasis on the functionality and efficiency of using the language tools being mastered. Able to discuss current issues. The graduate is able to follow and understand the listened text of medium complexity, including professional, in its basic context - to understand the basic information; speak spontaneously and simply on basic topics that are familiar to them. Write a short and simple text of a general and professional nature on a known topic.</p> <p>Acquired knowledge: The cognitive component of the subject is the acquisition of economic vocabulary in Russian.</p> <p>Acquired skills: cognitive component of the subject is the acquisition of economic vocabulary in Russian. S: The student will gain the ability to understand long, extensive spoken texts. The student will acquire competence in the flexible use of the Russian language.</p> <p>Acquired competences: The student will strengthen their language skills, namely to the language level B2 or C1. The student will strengthen lexical competencies.</p>	
<p>Conditions for passing the course: Preparing for the interview. Character traits. Job application. Cover letter. Resume. Levels of comparison of adjectives. Monuments. Motion verbs. Methods of transport and travel. Motion verbs with prefixes. How to get a job. Company presentation. Corporate culture.</p>	
<p>Recommended literature: DEKANOVA, E. – ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy, Bratislava: Enigma 2008.</p>	

KOZLOVA, T. a kol.: Dogovorilis! Obchodujeme, podnikáme a komunikujeme v ruštine. Plzeň: Fraus, 2004.

MROVJĚCOVÁ, L.: Obchodní ruština. Brno: Computer-Press, 2009.

Language which is necessary to complete the course: Slovak and russian language

Notes:

Student workload: 150 hours.

Combined education: 30 hours

Analysis of learning portals and applications: 50 hours.

Self-study: 70 hours

Course evaluation:

Total number of evaluated students: 49

A	B	C	D	E	FX
22,45 %	16,33 %	14,29 %	14,29 %	28,57 %	4,08 %

Lecturers: Mgr. Klára Tomášová

Date of last change: 01.08.2022

Approved by: prof. Ing. Anna Šatanová, CSc.