

COURSE DESCRIPTION

**FIELD OF STUDY
ECONOMICS AND MANAGEMENT**

**BACHELOR STUDY PROGRAM
MANAGEMENT AND MARKETING OF SPORTS ORGANIZATIONS**

Compulsory courses

KEMM/VETMIK/14	GET - microeconomics
KEMM/MAN/15	Management
KEMM/PHO/14	Business economics
KEMM/MVP/14	Methodology of scientific work
KSV/ZPSP/19	Fundamentals of Psychology and Social Psychology
COJP/HAJ1/15	Business English I.
KEMM/MAR/15	Marketing
KEMM/MLZ/24	Human resources management
KEMM/PPSK/24	The issue of professional sports clubs
KEMM/VETMAK/14	GET - macroeconomics
KCV/ZSO/24	Fundamentals of sociology
COJP/HAJ2/15	Business English II.
KEMM/MAT/14	Mathematics
KEMM/KMA/19	Commercial marketing
KEMM/PMS/24	Project management with focus on the field of sports
KEMM/ZPRV/23	The Basic of Law
KEMM/FINM/15	Finance and currency
COJP/HAJ3/16	Business English III.
KEMM/PF/15	Corporate Finance
KEMM/EFSS/24	Economics and financing of sport
KEMM/STAT/14	Selected chapters from statistics
KEMM/SPR/24	Sports law
KEMM/IM/24	Intercultural management
KSV/SOS/24	Sociology of sport
COJP/HAJ4/16	Business English IV.
KEMM/UCT/24	Accounting
COJP/HAJ5/14	Business English V.
KEMM/PMSP/24	Entrepreneurship in small and medium-sized enterprises
KEMM/SZP/15	Bachelor Thesis Seminar
KEMM/MSAK/24	Management and marketing of sports and recreational events and organizations
KEMM/VT/15	Market research
KEMM/OPX/15	Pre-service Practice
KEMM/TBK/24	Teambuilding course
KEMM/RZ/24	Change management
KEMM/EFSS/24	1. subject of the state exam
	Economics and financing in the field of sports
KEMM/MMS/24	2. subject of the state exam
	Management and marketing in the field of sports
KEMM/OBP/24	Bachelor thesis

Compulsory elective courses

KEMM/MOS/24	European Union, International Organizations and Sport
KSV/VAE/15	Cultivating Assertiveness and Empathy
KSV/SPZP/18	Corporate social responsibility
KSV/FIS/24	Philosophy and ethics of sport
KEMM/KTM/19	Communication techniques in management
KSV/TEOR/13	Theory of organization and management
KEMM/TM/24	Time management
KEMM/PAS/24	Political aspects of sport and sports diplomacy
KSV/TK/10	Theory of communication
KSV/PSK/24	Psychology of sport and coaching

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.

Compulsory courses

Course description - GET - microeconomics

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:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. The evaluation is awarded based on a successful final test. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: The student should obtain basic information about the role and behaviour of the main economic actors of the market - households and enterprises.	
Acquired knowledge The student will receive basic information about the role and behaviour of the main economic actors of the market - households and enterprises.	
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.	
Acquired competences Based on his knowledge of decision-making and the behaviour of individual market entities operating in a market economy, he can fully use them in business management.	
Course content: Introduction to the study of economics. Development of economic thinking. Economics as a science. Methodology and methods used in economic thinking. Base laws and signs of the economy, the new economy. Market and market system, market mechanism - the process of creating supply and demand. Economic behaviour of the consumer, equilibrium of the consumer. The economic behaviour of the firm, the optimum of the firm, the costs and income of the firm, the profit of the firm. Behaviour of the company, the formation of proposals and the balance of the company in conditions of perfect competition. Behaviour of the company in conditions of imperfect competition - monopoly. Regulation of monopoly, antimonopoly policy of the state. The behaviour of the company in conditions of imperfect competition - an oligopoly. Behaviour of the company in conditions of imperfect competition - monopolistic competition. The market of factors of production.	

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 manažérsky systém. Nitra: SPÚ. 543 s. ISBN 978-80-552-0231-0.
MATEIDES, A., STRAŠÍK, A. 2004. Manažérstvo 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 manažérstvo 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): Manažérstvo 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 manažérstva kvality. Základy a slovník. 2016. Bratislava: SÚTN.
STN ISO 9001:2016: Systém manažérstva kvality. Požiadavky. 2016. Bratislava: SÚTN.
STN EN ISO 19011: 2019: Návod na auditovanie systémov manažérstva .2019. Bratislava: SÚTN.
STN EN ISO 45001:2018 Systémy manažérstva bezpečnosti a ochrany zdravia pri práci. 2018. Bratislava: SÚTN:
STN EN ISO 14 001: 2015 Systémy manažérstva 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: 201

A	B	C	D	E	FX
6,97 %	11,44 %	19,4 %	27,86%	32,34%	1,99 %

Lecturers: prof. Ing. Anna Šatanová, CSc.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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, 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 topic: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. Part of the evaluation is the evaluation of participation and activity in the exercises and the final written exam. To successfully complete the subject, it is necessary to obtain at least 51 points = 50% of the success criteria according to the SP. Credits will not be awarded to a student who has not met the required criteria. The written exam will be allowed for those students who get at least 50% from the interim assessment. 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%) • case study solution - semester paper (30%) • written exam (60%) <p>Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.</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:	

Introduction - the origin, essence and management systems, an overview of management theories.
 Management process and management functions, management levels, types of managers.
 Planning and decision-making - types of plans, planning stages, decision-making methods.
 Strategic management - its essence and content.
 Organizational and organizational structures.
 Human resource management.
 Change management, organizational conflicts and their resolution.
 Leadership, motivation and performance.
 Management control and information systems for management.
 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 manažérské 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 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: 62

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

Lecturers: doc. Ing. Zuzana Rowland, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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 recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The final assessment consists of a written exam.</p> <p>Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.</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, analyse 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, analyse 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: Essence and content of the subject Business administration. The essence and place of the company in a market economy. Typology of enterprises. Factors of production of the enterprise. Property and capital structure of the company. Business transformation process. Functional activity of the business process. Selling expenses.</p>	

Price policy of the company. Evaluation of enterprises. 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. ALEXÝ, 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: 193												
<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>51,35 %</td> <td>3,78 %</td> <td>7,57 %</td> <td>13,51 %</td> <td>23,24 %</td> <td>0,54 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	51,35 %	3,78 %	7,57 %	13,51 %	23,24 %	0,54 %
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: 01.08.2024												
Approved by: doc. Ing. Ján Dobrovič, PhD.												

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 (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 during 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 can 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: Preparation of written work. The main stages of preparing a written work. Seminar work. Department of seminary work. Volume of seminar work. Margins and editing side of the seminar report. Seminar report with a title page. Seminar paper without title page.	

<p>Abstract and content of the seminar report. The main text of the seminar work. Quotations in seminar reports. Heel in seminar work. List of used literature - bibliographic references in the seminar work. Citation and bibliographic references. Links - footnotes. Retellings. Additional notes on writing professional dissertations. Terminology - the correct spelling of some words. Instructions for writing articles (professional articles). Publishing ethics. Plagiarism.</p>												
<p>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.</p>												
<p>Language required for this course: Slovak</p>												
<p>Notes: Student time load: 90 hours Combined training: 25 hours Analysis of learning portals and applications: 35 hours Self-study: 30 hours</p>												
<p>Item grading Total number of assessed students: 11</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>26,32 %</td> <td>17,29 %</td> <td>28,57 %</td> <td>18,8 %</td> <td>9,02 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	26,32 %	17,29 %	28,57 %	18,8 %	9,02 %	0 %
A	B	C	D	E	FX							
26,32 %	17,29 %	28,57 %	18,8 %	9,02 %	0 %							
<p>Lecturers: PhDr. Ing. Eva Hvizdová, Ph.D., MBA, university associate professor</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

Course description Fundamentals of Psychology and Social Psychology

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/ZPSP/11	Course title: Fundamentals of Psychology and Social Psychology (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 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 recommended literature and presents his knowledge during a joint discussion. Part of the evaluation is the evaluation of the activity and the participation of the students in the exercises and the final test. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The evaluation method consists of: activity and participation of students in exercises (30%) oral or written exam (test) (70%) Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.</p>	
<p>Learning outcomes: Educational outcome - familiarization of students with the basics of psychology and social psychology. They get acquainted with psychological and social phenomena and processes. They get an idea of the position of the individual in the interaction of various social groups. They will acquire knowledge in the field of clarifying and forming interpersonal relationships and problem solving.</p> <p>Acquired knowledge: The student is introduced to the basic concepts of psychology. The student will gain knowledge about the categorical apparatus of psychology. The student will get acquainted with selected topics of social psychology, with the social aspects of personality.</p> <p>Acquired skills: The student can identify a person's personality type by behavioural signs. The student can diagnose socialization disorders.</p> <p>Acquired competences: The student will strengthen self-regulation skills. The student will strengthen their interactive competencies.</p>	
<p>Course content: The subject of psychology and basic concepts. Psychological trends of the 20th century The development of the psyche. Personality, psyche and psychology. Dynamics of the psyche (motives, needs, interests). Stress and psyche. Modern social psychology. Sociocultural conditionality of personality. Stages of the socialization process. Socialization disorders.</p>	

Socio-psychological characteristics of personality. Social aspects of personality. social settings. Social cognition and perception.

Recommended literature:

BOROŠ, J. Úvod do psychológie. Bratislava: Iris, 2002.
BOROŠ, J. Základy sociálnej psychológie. Bratislava: Iris, 2001.
HARTL, P., HARTLOVÁ, H. Psychologický slovník. Praha: Portál, 2004.
HAYSEOVÁ, N. Základy sociální psychologie. Praha: Portál, 2013.
HEWSTONE, M., STROEBE, W. Sociální psychologie. Praha: Portál, 2006.
KŘIVOHLAVÝ, J. Konflikty mezi lidmi. 2. vyd. Praha: Portál, 2002.
KUČERA, D. Moderní psychologie. Praha: Grada, 2013.

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: 107

A	B	C	D	E	FX
59,81 %	11,21 %	7,48 %	7,48 %	14,02 %	0 %

Lecturers: doc. Mgr. Ingrida Vaňková, PhD.; Mgr. Marianna Berinšterová, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: Introductions, jobs and studies, job titles and nationalities. Work and leisure, a daily routine, present simple, adverbs Problems, survey of problems at work, telephoning – solving problems Travel, making bookings and checking arrangements Food and entertaining, tipping, socializing, countable and uncountable nouns Sales, job advertisements for sales rep., presenting product, past simple People, types of colleagues, starting a business 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: 91

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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, 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 recommended literature and presents his knowledge during a joint discussion. Part of the assessment is the assessment of participation and activity in the exercises and the final exam. To successfully complete the subject, it is necessary to obtain at least 51 points = 50% of the success criteria according to the SP. Credits will not be awarded to a student who has not met the required criteria. The final grade of the subject evaluation consists of the results of individual forms of interim evaluations and the final exam.</p> <p>The evaluation method consists of: activity and participation of students in exercises (10%) solving case studies (30%) written or oral exam (60%)</p> <p>Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.</p>	
Learning outcomes: The student will be able to describe the marketing environment, segment the market, identify consumer behaviour 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 behaviour, 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 analyse 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 behaviour. 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:	

<p>Introduction to the problem of marketing. Marketing environment. Marketing information system (ISS). Marketing research and their methods. Market segmentation. Consumer behaviour Product attributes. Product life curve. Development of a new product (innovation). Price programs. Price determination methods. Marketing understanding of price. Distribution. Distribution routes. Retail. Wholesale. Marketing communication. Communication mix.</p>												
<p>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.</p>												
<p>Language which is necessary to complete the course: Slovak</p>												
<p>Notes: Student workload: 150 hours. Combined education: 40 hours Analysis of learning portals and applications: 40 hours. Self-study: 70 hours</p>												
<p>Course evaluation: Total number of evaluated students: 70</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>14,29 %</td> <td>15,87 %</td> <td>17,46 %</td> <td>33,33 %</td> <td>19,05 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	14,29 %	15,87 %	17,46 %	33,33 %	19,05 %	0 %
A	B	C	D	E	FX							
14,29 %	15,87 %	17,46 %	33,33 %	19,05 %	0 %							
<p>Lecturers: doc. Alla Medyanyk Domyshche, PhD.; PhDr. Ing. Eva Hvizdová, Ph.D., MBA, university associate professor</p>												
<p>Date of last change: 01.08.2024</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

Course description - Human resources management

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: KEMM/MLZ/24	Course title: Human resources management (compulsory, 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:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge during 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 SP. 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. The condition for completing the subject of study is the successful completion of an oral or written exam.	
Learning outcomes: After successful completion, students will be able to understand the basic knowledge of personnel management to master the basic terminological apparatus, organization and tasks of personnel management, to understand individual activities and to be able to apply the acquired knowledge in practice.	
Acquired knowledge: The graduate will know the necessary terminological apparatus, components of personnel strategy, organization and tasks of human resources management, issues related to the creation of a range of practices related to human resources management. The graduate will be able to define subjects of human resources management, describe the activities of the department and characterize individual forms of adaptation of workers. He will know the process of worker evaluation, methods and forms of worker education, the use of worker mobility, characterize the nature of labour relations and the possibilities of social care within these relations.	
Acquired skills: The student can apply the components of personnel strategy, prepare the required work analysis documents, evaluate individual practices with an emphasis on higher process efficiency. The student can ensure the process of employee evaluation, create and evaluate the documents necessary for the hiring process and manage these processes. The student can create education plans and programs, work career plans, apply employee care options and assist in the development of necessary documents, and create and manage an employee benefits portfolio. Finally, the student can propose various situational trends, help other departments ensure the necessary application of process security.	
Acquired competences: The student has the competence of acquiring, forming, functioning, using, organizing personnel work, working skills of individuals, evaluating the relationship to the work performed, the organization and co-workers. It will also strengthen the competence to evaluate	

the personal and social development of human resources, apply appropriate procedures and methods when working with people, create the required documents used in individual human resources practices and perform all activities where attention is focused on employees.

Course content:

The essence and content of human resources management. System and functions of personnel work.

Personal work in the knowledge economy. Strategic aspect in human resource management.

Human and intellectual capital in the organization. Personnel policy and strategy.

Human resources planning. Employee flexibility system.

Department of personnel work. Personal information system.

Labor market and employment opportunities.

Analysis of work and its methods. Description and specification of work.

Human resources audit. Development of human potential.

Recruitment, adaptation, professional development, coaching, motivation to work and evaluation of employees.

Personnel marketing, insourcing and outsourcing of human resources and personnel activities.

Job evaluation. Personnel controlling.

Employee relations. Employee care.

Recommended literature:

STACHOVÁ, K., STACHO, Z. 2023. Manažment ľudských zdrojov. Vysokoškolská učebnica. Trnava: Univerzita sv. Cyrila a Metoda v Trnave, 2023. 138 s. ISBN 978-80-572-0386-5

KRAVČÁKOVÁ, G. 2014. Manažment ľudských zdrojov. Košice: Univerzita Pavla Jozefa Šafárika v Košiciach, 2014. 156 s. ISBN 978-80-8152-219-2

CAHA, Z. a kol. 2017. Management lidských zdrojů. Lüdenscheid: RAM-Verlag, 2017. 291 s. ISBN 978-3-942303-52-1

FILIPCZYKOVÁ, H. 2015. Řízení lidských zdrojů. Ostrava: Ostravská univerzita v Ostravě, 2015. 57 s. ISBN 978-80-7464-805-2

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined education: 40 hours

Analysis of learning portals and applications: 20 hours.

Work on the presentation: 20 hours

Self-study: 70 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: doc. Ing. Zuzana Rowland, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description - The issue of professional sports clubs

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: KEMM/PPSK/24	Course title: The issue of professional sports clubs (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
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 during 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 SP. 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. The condition for completing the subject of study is the successful completion of an oral or written exam.	
Learning outcomes: Acquaintance of students with current theoretical and practical problems of the structure of the sports environment, its differences across international competitions. Emphasis is placed on learning about different forms of sports competitions, the professionalization of sports as well as related selected issues such as trade unions and collective bargaining. Furthermore, the subject will become familiar with the economic aspects of a professional sports club, financing models, including contributions, financing from advertisements, as well as the valuation of the club and players. The subject will present the issue of the sports fan and the care of him by the clubs, also in the sense of cultivation and prevention of spectator violence. They will also learn about the evaluation of the organization's effectiveness and the evaluation of the effectiveness of the organization's investment intentions, budget creation, including the methods and techniques associated with it. Acquired knowledge: The student will have knowledge about the current theoretical and practical problems of the structure of the sports environment, about the economic aspects of a professional sports club, about the issue of the sports fan as a specific client. He will also acquire knowledge in the area of financial analysis and the area of evaluating the effectiveness of investments in this area, including the creation of budgets. Acquired skills: The student will improve skills in quantitative assessment by evaluating the effectiveness of the organization and evaluating the effectiveness of its investment intentions, acquire skills in using the methods and techniques of budgeting of the organization by budgeting, including the methods and techniques associated with it. He will also acquire the skill of valuing clubs and players. Acquired competences: The student will strengthen his financial literacy. The student will strengthen his mathematical	

competences. The student will strengthen the competencies of analytical thinking.

Course content:

The structure of the sports environment: associations, unions, clubs, international and national league competitions, etc.
Differences between European and North American concepts of professional leagues in collective sports games, differences in goals, individual and team sports.
Closed and open competitions, used regulatory tools, club performance indicators, competitive balance of leagues as an indicator of league quality.
The professionalization of sport and its impact on sports legislation, labour relations, the market of players, the market of talented players.
Player unions, collective bargaining.
The economy of a professional club, relations with the public and private sector in the Slovak Republic, four financing models according to Andreff, contributions from unions.
Television rights: individual and collective sales, cost and revenue structure of sports clubs.
Appreciation of sports club and players.
The sports fan as a specific client, clubs' care of fans and their cultivation, spectator violence.
Evaluation of the organization's effectiveness (area of financial analysis) and evaluation of the effectiveness of the organization's investment intentions (area of investment effectiveness evaluation).
Creation and implementation of the budget.

Recommended literature:

NOVÁ, J., a kol. *Management, marketing a ekonomika sportu*. 1. vyd. Brno: Masarykova univerzita, 2016, 284 s. ISBN 978-80-210-8346-2.
NOVOTNÝ, J. *Sport v ekonomice*. Vyd. 1. Praha: Wolters Kluwer Česká republika, 2011, 512 s. ISBN 978-80-73576-66-0.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.
Combined education: 40 hours
Analysis of learning portals and applications: 20 hours.
Work on the presentation: 20 hours
Self-study: 70 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: Ing. Róbert Kuchár, PhD.; Mgr. Dalibor Gajda

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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 recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment and the successful completion of the exam. The exam is in written form.</p> <p>Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.</p>	
<p>Learning outcomes: The student must obtain information about the functioning of the economy, must be able to distinguish between the main macroeconomic variables, analyse 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, understands the main macroeconomic categories.</p> <p>Acquired skills: The student distinguishes the main macroeconomic values, analyses and interprets changes in aggregate values, can analyse the macroeconomic contexts of the behaviour 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: Introduction to macroeconomics - subject, quantity, cycle. The efficiency of the economy - the measurement of productivity. Basic macroeconomic aggregates. Theories of consumption, savings and investment. Function of consumption and savings. Aggregate demand, aggregate supply - macroeconomic balance. Expenditures, expenditure model and equilibrium model of GDP. Money and equilibrium in the money market. Demand and supply for money. money aggregates. Multiplication of the deposit. monetary policy. Economic growth and economic cycle. Measurement and sources of economic growth. Unemployment and labour market analysis. Economic and social consequences of unemployment - Okun's law.</p>	

Inflation. Measurement and forms of inflation. Consumer price index. Inflation of demand and costs. Consequences of inflation, the Phillips curve - original and modified.
 State budget. Revenues and expenditures of the state budget. Budget deficit and public debt.
 Curve Laffer. fiscal policy.
 International trade - exchange rate, balance of payments, trade policy.

Recommended literature:

PAVELKA, T.: Makroekonomie. Základní kurz. Praha: VŠEM, 2009.
 LISÝ, J.: Ekonomie, Bratislava, Iura Edition 2011.
 JUREČKA, V. a kol.: Makroekonomie. Praha: Grada, 2010.
 SAMUELSON, P.A. – NORDHAUS, W.D.: Ekonomie. Bratislava: Elita, 2000.
 HONTYOVÁ, K. Makroekonómia. 2. vyd. Bratislava: IURA EDITION, 2005. 115s. ISBN 80-8078-037-4.
 ŠÁLKA, J. Makroekonómia. 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: 193

A	B	C	D	E	FX
2,07 %	5,91 %	15,59 %	35,48 %	39,25 %	1,61 %

Lecturers: prof. Ing. Anna Šatanová, CSc.

Date of last change: 01.08.2024

Approved by: . Ing. Ján Dobrovič, PhD.

Course description Fundamentals of Sociology

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/ZSO/24	Course title: Fundamentals of Sociology (compulsoy, 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 recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The condition for completing the course is the successful completion of an oral or written exam.	
Learning outcomes: The learning outcome is to familiarize students with the problem of the historiography of the development of the foundations of sociology with an emphasis on supporting categories - their introduction into the European cultural space for the functioning of society as a complementary whole.	
Acquired knowledge: The student is introduced to the basic realities of sociology. He will master the topics: society, social group, organization, social structure, social stratification. Familiarize yourself with the topics: social change, socialization, individual action, psychological action.	
Acquired skills: The student can name many social phenomena and knows their causes. The student can describe selected processes in the company.	
Acquired competences: The student will strengthen his social competencies. The student will strengthen the competence of abstract thinking.	
Course content: Introduction - research literature, subject, tasks, goals, subject requirements Community and Society - Social Inclusion - Origins and Development of the Theme Social group: Development and theoretical views of the classics Organizations and institutions in the sociological sense The social structure of society and social order Social stratification and mobility of actors in the social hierarchy Social changes - their causes and consequences for society Socialization of individual and social behaviour of actors Individual action of actors - its causes and consequences Group action and anomie. collective action Quantitative interpretations of the sociologist. Studies in the second half of the 20th and 21st	

centuries.					
Colloquium: European cultural and social space, final test					
Recommended literature:					
BAUMAN, Z., MAY, T.: Myslet sociologicky. Praha, SLON 2004					
DAHRENDORF, R.: Moderný sociálny konflikt, Bratislava 1991					
GIDDENS, A.: Sociologie, Praha, Argo 2000,					
JODL, M.: Teórie elity a problém elity, Praha 1994 Strana: 104					
KELLER, J.: Úvod do sociologie, Praha, SLON 2005					
RENOUARD, G., NONTOUSSÉ, M.: Přehled sociologie. Praha, Portál 2005					
SOPÓCI, J., BÚZIK, B.: Základy sociológie, Bratislava, SPN 2003					
BOCHIN, M.: Political system and the infrastructure equilibrium of its functioning. In: Bulletin of the Kyiv National University of Technologies and Design Roč.91, č.5 (2015). ISSN 2413-0117. s.128-143.					
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:					
A	B	C	D	E	FX
0 %	0 %	0 %	0%	0 %	0 %
Lecturers: PhDr. ThLic. Ing. J. Polačko, PhD., univerzitný docent					
Date of last change: 01.08.2024					
Approved by: doc. Ing. Ján Dobrovič, PhD.					

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: Markets, marketing a new product, participating in discussion Participating on discussions, comparatives and superlatives Companies, describing companies, present continuous Interview with communication manager, writing company profile The web, using internet, plans for future Internet terms, time expressions, writing e-mail Cultures, cultural mistakes, modal verbs, talking about future 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:	

<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: 263</p>					
A	B	C	D	E	FX
26,42 %	24,8 %	19,11 %	13,82 %	15,85 %	0,0 %
<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/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: 3.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in consultations, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The evaluation method consists of components: Successful completion of three written tests during the semester. Successful completion of the oral exam. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov.	
Learning outcomes: Acquisition of basic mathematical knowledge and methods that can be used in business practice in the field of trade and services. 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. Acquired skills A graduate can apply the acquired mathematical knowledge in solving specific mathematical problems that he will encounter during 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. 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 analyse specific problems.	
Course content: Basic properties of real numbers, exponentiation. Decimal and binary number system. Interest. Function graph and function properties that can be learned from the graph. Linear and quadratic functions, their graph and properties. Differential calculus of a real function of one real variable. Zero, stationary and inflection points.	

Function progress. The equation of the tangent to the graph of the function. Solution of a system of linear equations. Determinant and its use. Introduction to linear optimization.					
Recommended literature: KLUVÁNEK, I. – MIŠÍK, L. – ŠVEC M.: Matematika I. Bratislava: ALFA. 1961. ELIAŠ, J. – HORVÁTH, J. – KAJAN, J.: Zbierka úloh z vyššej matematiky 1. Bratislava: ALFA. 1971. ELIAŠ, J. – HORVÁTH, J. – KAJAN, J.: Zbierka úloh z vyššej matematiky 2. Bratislava: ALFA. 1972. 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: 385					
A	B	C	D	E	FX
7,67 %	13,15 %	25,75 %	24,93 %	22,19 %	6,3 %
Lecturers: doc. Ing. Jaromír Vrbka, PhD.; Ing. Jozef Polačko					
Date of last change: 01.08.2024					
Approved by: doc. Ing. Ján Dobrovič, PhD.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/KMA/19	Course title: Commercial marketing (compulsory, non-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.	
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 during a joint discussion. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the SP. Credits will not be awarded to a student who does not meet the required criteria. The evaluation method consists of: written exam: 60 points, presentation and defence of the selected assignment: 40 points. The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Upon successful completion, students will be able to understand the structure and functioning of a communications agency, as well as the components of communication that influence the development and positioning of brands and products. They get acquainted with the activities of commercial and non-profit organizations and their image. They understand the communication process of individual actors from assignment to strategy creation, media selection, creative solution, production and implementation, including evaluating the effectiveness of individual advertising campaigns. Finally, they will be able to apply the acquired knowledge in a case with a real task for the commercial and non-commercial sector.</p> <p>Acquired knowledge The student will gain knowledge related to advertising and its mission, measuring its effectiveness, as well as other communication tools in the online space (social networks and brand building). He will become familiar with the work of an advertising agency, communication agency, creating a communication strategy, producing events through case studies and demonstrations of communication strategies and campaigns. He will acquire the necessary knowledge in the field of social marketing, its financing (fundraising), as well as knowledge in the field of social responsibility.</p> <p>Acquired skills The student master's the structure and functioning of a communication agency and the components of communication that affect the development and positioning of brands and products. He can evaluate the activities of commercial and non-commercial entities and understands the process of communication of individual entities from assignment to strategy creation, media selection, creative solutions, production and distribution, including the evaluation of the effectiveness of individual advertising campaigns. He can apply the acquired knowledge in a case with a real task for the commercial and non-commercial sector.</p> <p>Acquired competences</p>	

The student is competent, especially in a crisis-affected period, to apply his competencies in various companies oriented both to production and sales. Use them mainly in the field of cost reduction, replace more expensive communication channels with cheaper ones, try to achieve better results by shifting money from advertising to public relations, discard products that do not interest customers, delay the development of new products and projects, while having the opportunity to use their creative suggestions and recommendations to increase the profitability of companies.

Course content:

Communication, communication agency, advertising, advertising agency.
 Creativity and media, advertising campaign. Creation of a communication strategy, creative brief.
 Brand creation. Target group, advertising effectiveness and its measurement.
 Production of events and promotions. Economic aspects of production.
 Case studies, case studies and demonstrations of communication strategies and campaigns.
 Social marketing, its mission, tools and specifics.
 Advertising agency and social marketing, financing of social campaigns, fundraising.
 Online communication, social networks, brand building.
 Corporate social responsibility and its content.

Recommended literature:

BEAL, B. 2013. Corporate Social Responsibility, SAGE Publications.
 HVIKDOVÁ, E. JR.; J. LANGOVÁ; E. HVIKDOVÁ. 2015. Vision of the marketing management of NPOs in the European context interviewed of the renewed experts on the issue. 1. vyd. – Mainz: Logophon Verlag GmbH. ISBN 978-3-936172-32-4.
 HVIKDOVÁ, E., 2021. Komerčný marketing. Prešov: VŠ Medzinárodného podnikania ISM Slovakia v Prešove. ISBN 978-80-89372-89-8.
 BEAL, B. 2013. Corporate Social Responsibility, SAGE Publications.
 KAPFERER, JEAN-NOËL. 2012. The New Strategic Brand Management. ISBN 9780749465155.
 KOTLER, P., N. R. Lee. 2011. Social Marketing, SAGE Publications.
 KOTLER, P., 2007. Moderní marketing. Praha: Grada Publishing. ISBN 8024715452
 SARGEANT, A., 2009. Marketing Management for Nonprofit Organizations, Oxford U.Press.

Language which is necessary to complete the course: Slovak

Notes:

Student time load: 150 hours
 Combined training: 40 hours
 Analysis of learning portals and applications: 20 hours
 Work on the presentation: 20 hours
 Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 28

A	B	C	D	E	FX
33,33 %	4,76 %	28,57 %	19,05 %	14,29 %	0 %

Lecturers: doc. Ing. Jaromír Vrbka, PhD.; PhDr. Ing. Eva Hvizdová, PhD., MBA, univerzitná docentka

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description - Project management with focus on the field of sports

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: KEMM/PMS/24	Course title: Project management with focus on the field of sports (compulsory, 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: 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 during 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 SP. 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. The condition for completing the subject of study is the successful completion of an oral or written exam.	
Learning outcomes: After completing the subject, the student will have knowledge of project management, its content, scope and use in organizations, with a focus on sports and physical education organizations. He will have knowledge of existing project management standards and methodologies. The student will understand the project management process, will be able to apply operational analysis methods in project selection, planning, implementation and control, project management methods and tools (logical framework method, earned value method and others), selected metrics and key indicators for project evaluation. The student will acquire skills in the field of project planning and implementation. The student will have proven skills in the use of project management methods and tools.	
Acquired knowledge: The student acquires knowledge in the field of orientation in the analysis of current methods of project management. Get acquainted with the knowledge related to the problem of management when creating projects and managing them. The student will have knowledge related to phases, indicators and decision-making factors in the management of organizations. It also acquires knowledge related to the connections between the quality of project management inputs and its implementation.	
Acquired skills: The student will acquire the skills by which he will be able to distinguish different levels of importance in project management decision-making. He will also have the skills needed to implement various elements of the organization's business issues in crisis situations, or to create new projects. Acquired skills can contribute e.g. to the ability to perfectly manage the organization.	
Acquired competences: Among the acquired transferable competences are the ability to make autonomous decisions in	

dilemmas of crisis management of the organization, including economic-management skills, the ability to decide what space to leave in the creation of a project, for the personal choice of those who are directly affected by the project. The direct competence impact is the competence to provide some forms of creating projects on a given topic. The student will strengthen his decision-making competences, assertiveness, ability to work in a value-heterodox environment of any organization.

Course content:

Project, project management - basic concepts, standards and methodologies of project management.

Project life cycle – project life cycle models.

Project management cycle: project identification, evaluation and selection (analysis of internal and external environment, feasibility study, models and methods for project selection), project launch, project planning, recognition of project risks and their causes, project implementation, project control and monitoring, metrics and project evaluation indicators, project completion.

Project organization (project organizational structure, project team, project communication).

Public projects and public orders.

Innovative and customer-oriented projects in sports and physical education organizations.

Sustainability of projects.

Progressive methods in project management.

Recommended literature:

MAJTÁN, M. (2009) Projektový manažment. Bratislava: Sprint2, 2009. 299 s. ISBN 978-80-89393-0-53

HRABLIK CHOVANOVÁ, H. – ŠUJANOVÁ, J. Vyššie formy projektového manažmentu. Trnava: AlumniPress, 2009. 98 s. ISBN 978-80-8096-105-3.

SVOZILOVÁ, A. Projektový management. Praha: Grada Publishing, 2006. 353 s. ISBN 80-247-1501-5.

REKTOŘÍK, J., PIROŽEK, P., NOVÁ, J. a kol. Projektový management ve sportu Brno. Masarykova univerzita, 2015. 180 s. ISBN 978-80-2010-7995-3

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:

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

Lecturers: doc. Ing. Ján Dobrovič, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KSV/ZPRV/23	Course title: The Basic of Law (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 4	
Recommended semester: 3.	
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 during 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: Rights as a normative system and social science Basic concepts of the theory of law Creation of law and sources of law Interpretation and application of the law Legal relationship Legal liability Rule of law Law enforcement Civil litigation Administrative proceedings and criminal proceedings</p>	

Public Law Private law												
<p>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.</p>												
Language which is necessary to complete the course: Slovak												
<p>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</p>												
<p>Course evaluation: Total number of evaluated students: 554</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>32,62 %</td> <td>25,41 %</td> <td>20,82 %</td> <td>9,34 %</td> <td>11,48 %</td> <td>0,33 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	32,62 %	25,41 %	20,82 %	9,34 %	11,48 %	0,33 %
A	B	C	D	E	FX							
32,62 %	25,41 %	20,82 %	9,34 %	11,48 %	0,33 %							
Lecturers: JUDr. Dušan Čurila, PhD.; JUDr. Marián Gešper, PhD.												
Date of last change: 01.08.2024												
Approved by: doc. Ing. Ján Dobrovič, PhD.												

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 1/1 per week on-campus	
Number of credits: 3	
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 during 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 SP. 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.</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

Course evaluation:

Total number of evaluated students: 84

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

Lecturers: Ing. Tomáš Krulický, PhD., univerzitný docent; Ing. Iveta Fekiač Sedláková, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: Careers, discussing ideas about careers, ability, requests and offers Interview with the head of PR company, writing memo Selling online, discussion on personal experience with e-shopping, modals Expressions for buying and selling, negotiating – reaching agreement Companies, types of companies, creating website Presenting your company, prepare an investment plan, memo Great ideas, articles about great ideas, verb and noun combinations 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: 472</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: 01.08.2024</p>					
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>					

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, non-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:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment. The evaluation method consists of a written or oral exam. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. Active solution of model examples is required. Written or oral examination of knowledge in the last week of the semester.	
Learning outcomes: After passing the subject, the student will receive basic theoretical and practical knowledge in each 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.	
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.	
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.	
Acquired competences: The student will greatly increase his ability to analyse 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.	
Course content: Characteristics of corporate finance, essence, main aspects of financial management and decision making. Property and capital structure of the company. Profit and loss statement. Cash-flow as an approach to managing a company's solvency. Acquisition of own capital from external sources. Obtaining equity capital from internal sources. Credit as a financial instrument. Future and present value of investments. Methods for evaluating investment projects.	

Financing of working capital.

Financial analysis of the company.

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: 177

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description Economics and financing of sports

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/EFS/24	Course title: Economics and financing of sports (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 recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The condition for completing the course is the successful completion of an oral or written exam.</p>	
<p>Learning outcomes: The goal of studying the subject is to become familiar with the basic macro and microeconomic categories of economic policy implementation. By interpreting these categories, we monitor the economic and financial specifics of business in sports, athletes and students under the conditions of the current tax system. Gain knowledge in the field of sports management and physical education with a focus on the evaluation of economic requirements and business legislation.</p> <p>Acquired knowledge: The student acquires knowledge in the field of orientation in the basic macro and microeconomic categories of economic issues, which are specific to the field of sports. Get acquainted with the knowledge related to the problem of business and financing in the sports field. The student will have knowledge in the field of sports management.</p> <p>Acquired skills: The student will acquire skills with which he can distinguish different degrees of seriousness in decision-making within sports management. He will also have the skills needed to implement various elements of business and financial issues in the sports field. Acquired skills can contribute e.g. to the ability to manage the organization well</p> <p>Acquired competences: Acquired transferable competences include the ability to make autonomous decisions in the dilemmas of organizational management, including economic-management skills. The direct competence impact is the competence to provide some form of creating projects or methodologically accurate processing of topics on a given topic. The student will strengthen his decision-making competences, assertiveness, the ability to work in a value-heterodox environment of any organization. The student will strengthen his competences in the financial area.</p>	
Course content: Entrepreneurship in sports, student entrepreneurship and employment opportunities during	

<p>studies.</p> <p>Economic and organizational security of physical education concentrations.</p> <p>Social policy, wages and rewards in sport.</p> <p>Income tax for students, students as self-employed persons.</p> <p>Sponsorship and donations in sports.</p> <p>Economic criteria of sports and physical education management.</p> <p>Financing of sports from public sources.</p> <p>The system of financing sport and its organizations in selected European countries.</p> <p>Structure and principles of financing sports organizations.</p> <p>Subsidy, purpose of subsidy. Subsidy application processing.</p> <p>Obtaining funds from non-public sources.</p>												
<p>Recommended literature:</p> <p>ČÁSLAVOVÁ, E. 1995. Management v tělesné výchově a sportu. Praha: KAROLINUM, 1995.</p> <p>GLESK, P. et al. 2000. Manažerske aspekty športu. Bratislava: PEEM, 2000.</p> <p>NOVOTNÝ, J. 2000. Ekonomika sportu. Praha: ISV, 2000.</p> <p>ANDREFF, W. Globalisation of Professional Sport Finance. In. Journal of Risk and Financial Management, 17 (5), art. no. 201, DOI: 10.3390/jrfm17050201</p> <p>SOLNTSEV, I. V., OSOKIN, N. A., VLASOV, A. E. Financing sports: Foreign practices. In. World Economy and International Relations, 63 (1), pp. 67 – 74. DOI: 10.20542/0131-2227-2019-63-1-67-74</p> <p>Relevant tax regulations.</p>												
<p>Language which is necessary to complete the course: Slovak</p>												
<p>Notes:</p> <p>Student workload: 120 hours.</p> <p>Combined education: 20 hours</p> <p>Preparation of the presentation: 30 hours</p> <p>Analysis of learning portals and applications: 20 hours.</p> <p>Self-study: 50 hours</p>												
<p>Course evaluation:</p> <p>Total number of evaluated students:</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>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0 %	0 %	0 %	0 %	0 %	0 %
A	B	C	D	E	FX							
0 %	0 %	0 %	0 %	0 %	0 %							
<p>Lecturers: Ing. Jakub Horák, PhD., univerzitný docent</p>												
<p>Date of last change: 01.08.2024</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

Course description - Selected chapters from statistics

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/VKST/24	Course title: Selected chapters from 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: 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 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, analyse 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: Introduction to statistics (why statistics is important, its history, basic terms and definitions, statistical surveys, quantitative and qualitative data, variables and their role in statistics, stages of statistical surveys, program of state statistical surveys) Descriptive statistics - position measures (simple, weighted, arithmetic, harmonic, geometric mean, median, mode, quantiles, examples of calculations) Descriptive statistics - measures of variability and symmetry (range of variation, quantile and quartile range, quartile deviation, mean deviation, dispersion, standard deviation, coefficient of variation, Gini coefficient, measures of</p>	

skewness and kurtosis, examples of calculations)

Statistical surveys - data collection (surveys by source, periodicity, time perspective, scope, statistical form, statistical surveys from the field of tourism, demography, population census, databases and data sources, analysis of selected statistical data from the tourism industry)

Sources of statistical information (files of statistical data, forms of publication and provision of statistical information, portal of the Statistical Office of the Slovak Republic, data databases (DataCube., SODB 2021), search of statistical data on the portals of the Statistical Office of the Slovak Republic and Eurostat)

Means of expression in statistics (tables, graphs, cartograms (pie chart, bar graph, cumulative bar graph, histogram, box plot, scatter diagram), maps in ArcGIS, principles of creating tables, graphs and cartograms)

Analysis of selected statistical data (spatial and temporal aspects, analysis through (card diagram, column graph, box plot, histogram, scaling, absolute and relative comparison, spatial polarization measure, variability measure, concentration measure), development trends, ...)

One-dimensional and two-dimensional descriptive methods (frequency table, time series, indices, absolute and relative increases/decreases, growth coefficient, growth rate, contingency table, classification of statistical data)

Sample surveys and statistical hypothesis testing (statistical point, interval estimation, theoretical distributions, hypothesis testing, verification of statistical significance, testing of differences (t-tests), ANOVA)

Analysis of questionnaire research (questionnaire and its preparation, scales, sample representativeness, data standardization, calculations, interpretation of results)

Statistical investigation of dependencies (correlation and regression analysis)

Ethics in data science (correct/incorrect interpretation of statistical data)

Official statistics (state statistics in Slovakia, European statistical system, Slovak Republic in the European Union)

Basic socio-economic indicators (development of indicators (GDP, inflation, wages, employment, unemployment) in Slovakia and comparison of their development within the V4 states)

Recommended literature:

CHAJDIK J., RUBLÍKOVÁ E., GUDÁBA, M. 1997: Štatistické metódy v praxi. STATIS Bratislava, 309.

CHAJDIK, J. 2005: Štatistické úlohy a ich riešenie v exceli. Bratislava: Statist.

CHAJDIK, J. 2013: Štatistika jednoducho v Exceli. Bratislava: Statist.

HUFF D. 1954: How to Lie with Statistics, Norton a Company, New York, 192 s.

MELOUN, M., MILITKÝ, J. 2002: Kompendium statistického zpracování dat. Praha, Academia, 766 p.

MELOUN, M., MILITKÝ, J. 2004: Statistická analýza experimentálních dat. Academia Praha, 954.

ŠOLTÉS, E. 2008: Regresná a korelačná analýza s aplikáciami. Bratislava: Iura Edition. 287 s.

ŠOLTÉS, E. 2018: Štatistické metódy pre ekonómov, VYDAVATELSTVO Wolters Kluwer, 368 s.

TEREK, M. 2017: Interpretácia štatistiky a dát, EQUILIBRIA, 5. doplnené vydanie, 460 s.

TOMŠIK, R. 2017: Kvantitatívny výskum v pedagogických vedách: Úvod do metodológie a štatistického spracovania. Nitra: PF. UKF. Verešová, M., 508 strán

DAŇKO, J. Úvod do štatistiky. Prešov: VŠMP ISM, 2007. ISBN 978-80-7165-597-8

<https://slovak.statistics.sk/>

<https://volby.statistics.sk/>

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:

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

Lecturers: doc. Ing. Jaromír Vrbka, PhD.; Ing. Ján Kozoň, PhD.

Date of last change: 01.08.2024
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Approved by: doc. Ing. Ján Dobrovič, PhD

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/SP/24	Course title: Sports law (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 subject: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The conditions for graduation are the successful completion of an oral or written exam.	
Learning outcomes: After completing the Sports Law subject, the student can theoretically define and practically identify the basic specificities of the legal regulation in the field of sports regulation in the territory of the Slovak Republic. The student can describe the systematics of the sources of sports law, their hierarchy in the field of international, state-created law and autonomous standards of the sports movement, their mutual relations and links. The student can interpret the legal norm. The student can justify the interpretation of a specific legal norm also with regard to the specifics of sports activity, in many aspects requiring a special interpretation and application of exceptions from the general regulation. The student can use the basic terminological apparatus in the discipline of sports law, work practically with the texts of the sources of sports law and orally present and defend his positions and opinions in a discussion.	
Acquired knowledge: The student can theoretically define and practically identify the basic specifics of legislation in the field of sports regulation in the territory of the Slovak Republic. The student can describe the systematics of the sources of sports law, their hierarchy in the field of international, state-created law and autonomous standards of the sports movement, their mutual relations and links. The student can interpret the legal norm.	
Acquired skills: The student can justify the interpretation of a specific legal norm also with regard to the specifics of sports activity, in many aspects requiring a special interpretation and application of exceptions from the general regulation. The student can use the basic terminological apparatus in the discipline of sports law, work practically with the texts of the sources of sports law and orally present and defend his positions and opinions in a discussion.	
Acquired competences: A graduate can independently solve and analyse problems, present and defend his positions and opinions in a discussion, and take responsibility for his decisions.	
Course content:	

Sports law - concept, sources, principles and principles - international, European, national sports law and their mutual relationship.
 The relationship between the state and sport - the autonomy of sport as a basic value of sport regulation.
 The structure of the sports movement in the Slovak Republic, the state regulatory framework, public interest in sports, recognized sports and sports financing.
 Subjects of sports law (sports organizations, national sports organizations, national sports associations, sports associations, athletes, sports experts, state bodies in the area of sports regulation).
 Basic rights and freedoms in sports (international, European and national guarantees of the basic rights and freedoms of athletes and sports professionals, threats and risks to freedom, equal treatment and the right to work).
 Negative phenomena in sports and the fight against them (the fight against doping, the fight against the manipulation of competitions, the fight against spectator violence - international conventions and national regulations, the WADA Code, the Anti-Doping Agency).
 The roles and status of the National Olympic Committee as an umbrella organization of sports in the conditions of the Slovak Republic.
 Legal status of a professional and amateur athlete and sports expert between dependent work, business and volunteering.
 Marketing and sports - trademarks, competition rights, protection of Olympic symbols, advertising and sponsorship, marketing partnership.
 Competition in sports - broadcasting rights, ticket sales, sports organizations as businesses, sports competition as economic competition.
 Resolution of disputes in sports at the national and transnational level, alternative resolution of disputes in sports.
 Responsibility relationships in sport.

Recommended literature:

ČURILA, D. Právne odvetvia slovenského práva, vysokoškolská e-učebnica, VŠMP ISM Slovakia v Prešove, Prešov 2022.
 GÁBRIŠ, T., GREGUŠ, J.: Práva a povinnosti v profesionálnom športe. Praha: Leges, 2021.
 GÁBRIŠ, T.: Športové právo. Bratislava: Eurokódex, 2011
 KRÁLIK, M. Právo ve sportu. Preha: C.H.Beck, 2001.
 Zákon č. 440/2015 Z. z. o športe a o zmene a doplnení niektorých zákonov
 Zákon č. 1/2014 Z. z. o organizovaní verejných športových podujatí a o zmene a doplnení niektorých zákonov

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:

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

Lecturers: JUDr. Dušan Čurila, PhD.; JUDr. Marián Gešper, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/IKM/24	Course title: Intercultural management (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 recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The conditions for graduation are the successful completion of an oral or written exam.</p>	
<p>Learning outcomes: Acquaintance of students with basic concepts of intercultural management and practical skills that will enable them to be successful managers in an intercultural environment. Students will learn to understand how culture affects their thinking and actions, they will learn to distinguish actions that are culturally conditioned. Furthermore, they will learn to use theoretical intercultural models in practice, they will become familiar with the basic rules of intercultural communication, negotiation and coaching. Finally, they will learn the basics of working in international teams.</p> <p>Acquired knowledge: The student will have knowledge of the basic concepts of intercultural management, will know cultural models and intercultural theories and will know the course of culture shock.</p> <p>Acquired skills: The student will improve skills in identifying intercultural aspects of work, acquire skills to communicate, negotiate and coach in an intercultural environment, improve skills in using basic intercultural tools.</p> <p>Acquired competences: The student will strengthen his competence to immerse himself in an intercultural situation, the student will be able to work in a team.</p>	
<p>Course content: Introduction to intercultural management. Basic terms. Culture and its definitions. Cultural models. Comparison of cultures I. Comparison of cultures II. Verbal and non-verbal communication. Culture shock and mechanisms of its successful management. Intercultural teams. Negotiation across cultures. Coaching of employees in a multicultural environment I.</p>	

<p>Coaching of employees in a multicultural environment II. Selected lecture of a manager working in an intercultural environment. Model intercultural situations for practice.</p>																	
<p>Recommended literature: BEDNÁROVÁ, L., ALI TAHA, V., SIRKOVÁ, M. 2012. Interkultúrný manažment a podniková kultúra. - 2. preprac. vyd. - Prešov : Bookman, 2012. - 181 s. ISBN 978-80-89568-56-7 NOVÝ, I. 1996. Interkultúrní management: lidé, kultura a management. 1.vyd. Praha: Grada, 1996. 143 s. ISBN 80-7169-260-3. ALI TAHA, V. 2015. Interkultúrna komunikácia. Prešov : Bookman, 2015. - 89 s. ISBN 978-80-8165-113-7 NOVÝ, I. 2007. Interkulturní řízení a management. In. Acta Oeconomica Pragensia, roč. 15, č. 2, 2007.</p>																	
<p>Language which is necessary to complete the course: Slovak</p>																	
<p>Notes: Student workload: 90 hours. Combined education: 25 hours Analysis of learning portals and applications: 25 hours. Self-study: 40 hours</p>																	
<p>Course evaluation: Total number of evaluated students:</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>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> </tr> </tbody> </table>						A	B	C	D	E	FX	0 %	0 %	0 %	0 %	0 %	0 %
A	B	C	D	E	FX												
0 %	0 %	0 %	0 %	0 %	0 %												
<p>Lecturers: doc. Ing. Jaromír Vrbka, PhD.</p>																	
<p>Date of last change: 01.08.2024</p>																	
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>																	

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of Social Sciences	
Code: KSV/SOS/24	Course title: Sociology of sport (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 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 recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The conditions for graduation are the successful completion of an oral or written exam.	
Learning outcomes: The result of education is an understanding of the interrelationships and dependencies of society and sport at the local, regional and global level. The student will understand the rich spectrum of relations between sport and society, critical questions regarding its current functioning in social life, and acquire knowledge about current and highly variable problems of sport.	
Acquired knowledge: The student will have knowledge of the concept of sociology of sport, will understand the forms of sociology of sport, will have knowledge of the essence of sport, its goals and values. He will acquire knowledge about physical activity in the data of sociological research, further knowledge about the issue of a healthy lifestyle, about the relationship between sport and violence. He will understand the variety of needs that are satisfied by physical activity and will understand the issue of physical activity among children and youth, its current trends and problems.	
Acquired skills: The student will acquire skills that will enable him to distinguish between physical activity and sports activity, explain problems related to violence in sports, explain the issue of physical activity in children and youth, explain problems and their possible solutions, have the skill to clarify examples based on data and explain the relationships between sport and individual dimensions of a healthy lifestyle.	
Acquired competences: Among the acquired transferable competences is the ability to orient oneself in the issue of the sociology of sport, to approach sport and its values more comprehensively, to think critically and express oneself about the issue of the sociology of sport.	
Course content: Sport – a socio-cultural phenomenon, Theoretical foundations of the sociology of sport. Sport and socialization. The issue of sports subcultures Contemporary society and sport.	

Sport as a tool for harmonizing a diversified global society.
 Recreational versus elite sport. Communal role of sport.
 Sport and youth. Youth versus doping.
 Hospitality in a sports environment and its forms. Aggression as a manifestation of human hostility in a sports environment.
 Mobbing – influential pathological mechanism in social relations.
 Sports and mass media. Media sport - space of entertainment.
 Fascination with elite sports.
 Global aspects of contemporary sport. Sports migration
 Femininity versus masculinity. Women and sport in historical perspective.

Recommended literature:

GÖRNER, K., RUŽBARSKÁ, B. 2023. Sociológia telesnej kultúry a športu. Vysokoškolské učebné texty. Prešov: Prešovská univerzita v Prešove, 2023. 85 s. ISBN 978-80-555-3216-5
 LEŠKA, D. 2005. Sociológia športu. Bratislava: ICM Agency, 2005. 271 s. ISBN 978-80-96926-84-5
 SEKOT, Aleš. Sociologické problémy športu. 1. vyd. Praha: GRADA Publishing, 2008, 224 s. Sociologie. ISBN 978-80-247-2562-8. info
 SEKOT, Aleš. Sociologie športu. 1. vyd. Brno: Masarykova univerzita a Paido, 2006, 412 s. Pedagogická edice. ISBN 80-210-4201-X

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
 Combined education: 25 hours
 Analysis of learning portals and applications: 25 hours.
 Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: PhDr. ThLic. Ing. Jozef Polačko, PhD., univerzitný docent

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: English	
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: 184					
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: 01.08.2024					
Approved by: doc. Ing. Ján Dobrovič, PhD.					

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/UCT/24	Course title: Accounting (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/3 per week on-campus	
Number of credits: 5	
Recommended semester: 5.	
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 during 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: The aim of the subject is to define the basic terms related to the applicable laws in the field of accounting, taxes and measures of the Ministry of Finance of the Slovak Republic, which define accounting procedures and the general framework of accounting for accounting entities. Students will acquire theoretical knowledge regarding the property structure, the structure of sources of property coverage, the basic principles of accounting on the balance sheet and profit and loss statements, and the calculation of the economic result at the end of the accounting period following the property inventory. Students will further develop the acquired knowledge during practical sample accounting pre-accounts and when compiling financial statements.	
Acquired knowledge: The student acquires knowledge of a theoretical nature in the definition of basic terms in the areas of accounting, taxes, distribution of property, own and foreign sources of financing, as well as financial statements with legal regulations and knows the issue of archiving.	
Acquired skills: In addition to the theoretical knowledge, the student will acquire the skills and abilities of practical application in the accounting of model preconditions. In doing so, he uses the skills associated with the implementation and solution of common practical accounting cases in accounting units.	
Acquired competences: The student will acquire competencies aimed at responsible and independent evaluation of the company's financial information from the point of view of accounting correlations. Another competence of the graduate is the independent preparation of financial statements in accordance with the legislative measures of the Ministry of Finance of the Slovak Republic, while the student prepares financial statements that are key for future decision-making and presenting own opinions for further economic evaluation. companies. The student will strengthen financial literacy in the field of corporate finance and strengthen the ability to take appropriate and necessary decisions from the position of a manager.	

Course content:

The essence and meaning of accounting - definition of accounting, information system of the enterprise, accounting unit. Purpose, subject and functions of accounting. Qualitative characteristics of accounting information.

Structure of the accounting information system - financial accounting, managerial accounting. Accounting systems - double-entry and single-entry accounting. Legal regulation of accounting. Working with Act No. 431/2002 on accounting.

Company property - definition, classification of property from various points of view. Non-current assets, current assets - definitions of individual types of assets. Distribution of assets according to the method of acquisition and disposal.

Asset resources - breakdown of resources. Own resources, foreign resources - definitions of individual types of resources. Balance principle.

Balance sheet - definition, content of the balance sheet, balance equation. Form of balance sheet. Types of balance sheets. Completing the sample balance sheet.

Economic operations - definition, division. Non-operating economic operations - definition, basic types of economic operations with examples.

Operating economic operations - definition, basic types of economic operations with examples. Determining the result of management in the balance sheet and in the profit and loss statement.

Account - its characteristics in double-entry bookkeeping, accounting entry. Opening, accounting principles and closing balance sheet accounts. Principles of accounting on profit and loss accounts, closing cost and revenue accounts. Types of accounts.

Accounting documentation. Accounting documents - types of documents, principle of documentation, requirements, circulation and processing of documents. Keeping accounting documentation. Accounting entries, ledgers in double-entry bookkeeping. Chart of accounts and chart of accounts.

Value added tax, accounting and records. Billing on accounts. Calculation of input and output VAT and completion of the VAT inspection report.

Synthetic and analytical evidence - characteristics, creation of analytical accounts, checklist.

Valuation - definition, types of prices. Valuation of individual types of assets and liabilities.

Checking the formal correctness of accounting entries - characteristics, preponderance.

Checking the formal correctness of accounting entries - characteristics. Inventory and inventory.

Financial statement - definition. Preparatory work before closing the accounting books.

Calculation of the economic result at the end of the accounting period before taxation (including partial economic results), transformation to the tax base, calculation of the economic result after taxation. Closing the accounting books. Financial statements -

characteristics, general requirements, objectives. Definition and structure of financial statements, notes to financial statements. Types of financial statement and audit. Accounting principles.

Within all exercises - work with model situations.

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.

Aktuálne platné zákony týkajúce sa účtovníctva ako napr.:

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

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

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

Opatrenie MF SR č. 23 054/2002-92, ktorým sa ustanovujú podrobnosti o postupoch účtovania a rámcovej účtovej osnove pre podnikateľov účtujúcich v sústave podvojného účtovníctva v znení neskorších predpisov

Opatrenie MF SR č. 4455/2003-92, ktorým sa ustanovujú podrobnosti o usporiadaní, označovaní a obsahovom vymedzení položiek individuálnej účtovnej závierky a rozsahu údajov určených z individuálnej účtovnej závierky na zverejnenie pre podnikateľov účtujúcich v sústave podvojného účtovníctva v znení neskorších predpisov.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.

Combined education: 50 hours

Analysis of learning portals and applications: 20 hours.

Work on specified model situations in accounting: 40 hours

Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: Mgr. Katarína Vargová

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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 during 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. 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.</p>					
<p>Language which is necessary to complete the course: English</p>					
<p>Notes: Student workload: 150 hours. Combined education: 40 hours Analysis of learning portals and applications: 30 hours. Self-study: 80 hours.</p>					
<p>Course evaluation: Total number of evaluated students: 204</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: 01.08.2024</p>					
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>					

Course description Entrepreneurship in small and medium-sized enterprises

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code of subject: KEMM/PMSP/24	Course title: Entrepreneurship in small and medium-sized enterprises (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 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 lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The conditions for graduation are the successful completion of an oral or written exam.	
Learning outcomes: Acquaintance of students with theoretical knowledge in the field of functioning of small and medium enterprises in Slovakia. Understanding the characteristics and business activity, understanding their importance for the development of the economy. Pointing to the business entity and its position in the economic environment.	
Acquired knowledge: The student will have knowledge at the level of synthesis and will be able to acquire general knowledge in the field of small and medium-sized enterprises, will be able to define basic concepts related to small and medium-sized enterprises and critically evaluate information from this area. He will acquire knowledge in the field of interpretation of causal relationships between individual quantities and characterization and justification of the importance of SMEs as well as the impact of changes in business.	
Acquired skills The student will acquire skills in identifying a favourable business environment for SMEs, further acquire the skills to monitor the market situation, modify general and professional knowledge when solving specific problems of SME business, evaluate the risks associated with various alternatives that appear in business practice, acquire the skill to make an analysis the benefits of various business financing options and choose the best option based on the established criteria. Finally, he will acquire skills in formulating a logical and defensible business plan or project together with a business budget.	
Acquired competences The student will acquire the competences to accept adequate solutions, as well as the competences of decision-making, critical and creative thinking. He can distinguish between individual forms of enterprises and assess the importance of SMEs in the national economy, acquire the competence to process the results of analysis in an organized and constructive manner with the aim of formulating logical and defensible conclusions, appropriately and professionally present his own opinions, process the results of the analysis in order to	

formulate a business plan and evaluate and predict impact of changes on other areas of business activity.

Course content:

Meaning of small and medium-sized business, typology of businesses.
Legal regulation and business conditions in the Slovak Republic.
Organizational and legal forms of enterprises.
Business environment in Slovakia.
Business risk; Ethics in business.
Establishment of a micro, small and medium-sized enterprise.
Management of small and medium enterprises.
Business plan.
Financing of small and medium-sized enterprises.
Institutional support of small and medium-sized businesses.
Business networks and clusters; Innovative business.
Business conditions in the EU and in selected countries of the world.
Internationalization of the business of small and medium-sized enterprises.

Recommended literature:

CHAPČÁKOVÁ, A., J. HEČKOVÁ a E. HUTTMANOVÁ, 2021. Podnikanie v malých a stredných podnikoch. Košice: Equilibria s.r.o. ISBN 978-80-8143-303-0
BALÁŽ, P. a kol. 2020. Medzinárodné podnikanie. Bratislava: Sprint dva. ISBN 978-80-8971-051-5.
BUKOVOVÁ, S., D. GAJDOVÁ a A. KOVALEV, 2019. Podnikanie v malých a stredných podnikoch: vybrané problémy. Bratislava: Ekonóm. ISBN 978-80-225-4610-2.
IVANOVÁ, P. a P. STANĚK. 2017. Malé a stredné podniky. Súčasnosc' a budúcnosť. Bratislava: Wolters Kluwer. ISBN 978-80-8168-737-2.
DVOŘÁKOVÁ, L. a kol. 2020. Metodika adaptace malých a středních podniků v sektoru služeb na implementaci principů, postupů, metod a nástrojů Společnosti 4.0. Plzeň: Západočeská univerzita v Plzeňi, Fakulta ekonomická; Vysoká škola technická a ekonomická v Českých Budějovicích, 2020, 85 s. ISBN 978-80-261-0953-2.
HORÁK, Jakub. Bankruptcy prediction of small and medium-sized industrial companies in Czechia. In Uslu, F. Proceedings of the 7th International Conference on Education and Social Sciences (INTCESS 2020). 1. vyd. Istanbul, Turkey: International Organization Center of Academic Research, 2020, s. 1206-1212. ISBN 978-605-82433-8-5.
The relevant legal norms.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.
Combined education: 40 hours
Analysis of learning portals and applications: 20 hours.
Work on the presentation: 20 hours.
Self-study: 70 hours.

Course evaluation:

Total number of evaluated students:

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

Lecturers: Ing. Jakub Horák, PhD., MBA, univerzitný docent

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/SZP/15	Course title: Final 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: 48

A	B	C	D	E	FX
25,0 %	18,75 %	45,83 %	8,33 %	2,08 %	0 %

Lecturers: doc. Ing. Emília Pribišová, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description Management and marketing of sports and recreational events and organizations

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MMŠA/24	Course title: Management and marketing of sports and recreational events and organizations (compulsory, profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 4	
Recommended semester: 5	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during a joint discussion. To successfully complete the course, a minimum of 51 points must be obtained = 50% of the success criteria according to ŠP. Credits will not be awarded to a student who has not met the required criteria. Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX according to the Study Regulations of VŠMP ISM Slovakia in Prešov. The conditions for graduation are the successful completion of an oral or written exam.	
Learning outcomes: Acquaintance of students with the issues of management and marketing of sports and recreational events and organizations. To present theoretical knowledge with practical application in the preparation of sports and recreational events and in the management of organizations with this focus.	
Acquired knowledge: The student will have knowledge of current theoretical and practical outputs of management and marketing of sports and recreational events and organizations. The student will know the individual requirements for the preparation of such events and for the management of such organizations. He/she will understand the principles of management and administration of a sports-recreational organization and will have knowledge about the consumption behaviour of the consumer - interested parties. He will be able to explain the strategy of development, development of branding in this area.	
Acquired skills: The student will improve his skills in evaluating the selection of appropriate procedures in the preparation of a sports and recreational event. The student will acquire the skills to create a plan and implement marketing research.	
Acquired competences: The student will strengthen his competence to carry out research investigations and to propose a plan for a sports and recreational event. The student will strengthen the competences to discuss the issues of management and marketing in this area and to explain and explain the strategies associated with it.	
Course content: Sport and recreation organization, sport and recreation event and the issue of globalization Planning sports and recreational events Implementation of a sports and recreational event and its evaluation Management of a sports and recreation organization Legal aspects of running a sports and recreation organization	

<p>Marketing research Consumer buying behavior - participants Consumer buying behavior - viewers Branding in the sports and recreation area Relationship marketing Advertising in the sports and recreation area Sponsorship in the context of sponsors' marketing and communication goals</p>												
<p>Recommended literature: ČÁSLAVOVÁ, E. 2020. Management a marketing sportu 21. století. Jesenice: Ekopress, 2020. 222 s. ISBN 978-80-87865-62-0 CIMBOLÁKOVÁ, I., MELICHAR, R. 2023. Manažment a marketing v športe. Vybrané kapitoly. Vysokoškolský učebný text. Košice: UPJŠ, 2023. 83 s. ISBN 978-80-574-0263-3 (e-publikácia) HOYE, R. 2012. Sport management: principles and applications. 3rd ed. New York: Routledge, 2012. 284. s ISBN 978-1-85617-819-8 GALLO, P.; DOBROVIC, J.; CABINOVÁ, V.; PÁRTLOVÁ, P.; STRAKOVÁ, J.; MIHALCOVÁ, B. Increasing the Efficiency of Enterprises in Tourism Sector Using Innovative Management Methods and Tools. In. SOCIAL SCIENCES-BASEL Volume: 10 Issue: 4 Article Number: 132 DOI: 10.3390/socsci10040132 CABINOVÁ, V.; GALLO, P.; PÁRTLOVÁ, P.; DOBROVIC, J.; STOCH, M. Evaluating Business Performance and Efficiency in the Medical Tourism: A Multi-criteria Approach. In. JOURNAL OF TOURISM AND SERVICES Volume: 12 Issue: 22 Pages: 198-221 DOI: 10.29036/jots.v12i22.247 PARTLOVA, P.; STRAKOVA, J.; VACHAL, J.; POLLAK, F.; DOBROVIC, J. Management of Innovation of the Economic Potential of the Rural Enterprises. In. MARKETING AND MANAGEMENT OF INNOVATIONS. Issue: 2 Pages: 340-353 DOI: 10.21272/mmi.2020.2-25 DOBROVIC, J.; KMECO, L.; GALLO, P.; GALLO, P. Implications of the EFQM Model as a Strategic Management Tool in Practice: A Case of Slovak Tourism Sector. In. JOURNAL OF TOURISM AND SERVICES. Volume: 10 Issue: 18 Pages: 47-62 DOI:10.29036/jots.v10i18.91</p>												
<p>Language which is necessary to complete the course: Slovak</p>												
<p>Notes: Student workload: 150 hours. Combined education: 20 hours Work on the preparation of the presentation: 30 hours. Analysis of learning portals and applications: 20 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students:</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>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0 %	0 %	0 %	0 %	0 %	0 %
A	B	C	D	E	FX							
0 %	0 %	0 %	0 %	0 %	0 %							
<p>Lecturers: doc. Ing. Ján Dobrovič, PhD.</p>												
<p>Date of last change: 01.08.2024</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

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 during 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, analyse 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, analyse 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. HVIKDOVÁ, 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: 201</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: Ing. Tomáš Krulický, PhD., univerzitný docent; PhDr. Mgr.Viera Mokrišová, PhD., MBA</p>												
<p>Date of last change: 01.08.2024</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

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:179

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/TBK/24	Course title: Teambuilding course (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 0/2 per week on-campus	
Number of credits: 3	
Recommended semester: 6	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in exercises, works with recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful oral examination (70%) and output in the form of a presentation of the application of teambuilding in the specified sphere (30%)	
Learning outcomes: The aim of the course is to acquaint students with practical approaches, programs and basic theoretical principles in the field of team building. The student will gain information from the theory of team building and psychohygiene in sports. Acquired knowledge: The student will gain knowledge from the theory of team building and psychohygiene in sports. He will have knowledge of diagnostic tools used in social psychology, as well as tools of supervision for objective knowledge of the composition and hierarchy of the collective, as well as knowledge of revealing communication deficiencies in teamwork. Acquired skills: The student will acquire the skill to apply knowledge from the theory of team building and psychohygiene in sports. He will acquire skills in solving specific situations in team cooperation, he will be able to detect, evaluate and solve crisis situations in the team. He can present the hierarchy of the collective and communication deficiencies in teamwork. Acquired competences: He will acquire the competences to explain the process of team building in sports. He will be competent in the use of diagnostic means for objectively knowing the composition and hierarchy of the collective. He acquires the competence to detect, evaluate and solve crisis situations in the collective. Acquires the competence to independently solve and analyse problems associated with teamwork.	
Course content: Psychological aspects of team building. Social-psychological aspects in sports activities and in the school environment. Team dynamics, communication, social interaction. Diagnostics of socio-psychological indicators of the sports team. Types of teams building programs. When (not) to use team building.	

Team performance (promise, commitment, implementation of commitment).
Assessment of feedback, supervision, evaluation feedback.
Own proposals for solving specific situations in the team (communication, trust, conflict resolution).

Recommended literature:

BLAHUTKOVÁ, M. - SLIŽIK, M. 2014. Vybrané kapitoly z psychologie sportu. Brno: FSPTS, 2014. 120 s. ISBN 978-80-210-6691-5
MOHAUPTOVÁ, E. 2005. Teambuilding. Praha: Portál, 2005. 174 s. ISBN 80-7367-042-9.
BIRCH, P. (2005). Koučování. Brno: CO Booksa.s.
DOHME, L. C., LEFEBVRE, S. J., BLOOM A. G. 2020. Team building in youth sport. In. BRUNER, W. M., EYS, A. M., MARTIN, J. L. (Eds.) 2020. The Power of Groups in Youth Sport. Elsevier Inc., 2020. 372 s. ISBN 978-0-12-816336-8. s. 165-182.
https://www.researchgate.net/publication/339424949_Team_building_in_youth_sport
GARNER, E. 2012. Teambuilding. How to turn uncohesive groups into productive teams. Copenhagen: Ventus, 2012. 57 s. ISBN 978-87-76819-95-8. <https://www.otcbahrain.com/wp-content/uploads/2017/12/Team-Building.pdf>

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours
Combined education: 25 hours
Preparation for the presentation of the practical output: 25 hours
Preparation for the written exam: 20 hours
Self-study: 20 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: Ing. Iveta Kmecová, PhD., univerzitná docentka; Mgr. Marianna Berinšterová, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/RZM/24	Course title: Change management (compulsory, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 6	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful to carry out an oral or written examination.	
Learning outcomes: The student will understand the issue of change management, will learn to think rationally, innovatively and critically, and will acquire the necessary wide range of management skills. The student deepens interdisciplinary knowledge, based on which he can predict changes with a higher degree of reliability, assess risks as a whole and choose appropriate solutions.	
Acquired knowledge: The student will acquire knowledge about the issues of change management, acquire an interdisciplinary approach to change management, based on which he can predict changes with a higher degree of reliability, assess risks as a whole and choose appropriate solutions. He will acquire knowledge about the appropriate steps and techniques for implementing changes, he will have knowledge about the causes of resistance to changes, he will understand the issue of barriers to changes, the impact of change management in the company, he will understand the importance of innovation, research and development.	
Acquired skills: The student can apply the components of the issue of change management, evaluate individual practices with an emphasis on higher process efficiency. The student can apply the results of the analyses of the evaluation of the effects resulting from change management to the workers, can evaluate the documents necessary in the change management process and manage these processes. The student will acquire the skill to rationally, innovatively and critically think and assess phenomena in the context of change management.	
Acquired competences: Among the acquired transferable competences is the ability to prepare the required documents in connection with the management of changes in the organization. Can create and evaluate documents needed in the change management process and manage these processes. Can create plans and procedures for change management. He can develop a project to implement minor operational changes in the workplace. The student will strengthen the competences to discuss the processes within the framework of change management and to explain the strategies associated with it.	

Course content:

Introduction to the issue, definition of basic terms and principles, historical excursion, complexity of making decisions

Background and objectives of the project (economics vs. finance vs. ethical aspects, etc.), case study analyses

A critical approach to historical, current and forward-looking cases, perhaps learning from groundbreaking solutions

Predicting change (factors), understanding and using "crisis" and other development pressures to gain competitive advantage

Adapting to change and inducing change as part of the competitive struggle

Holistic aspects of changes in corporations, discussions on current topics

Motivation and mechanisms for creating and inducing changes, attitude towards changes created by the competitive environment

Strengths and weaknesses of financial analysis in the context of change management

Screening and assessment of aspects of changes, creation and retrospective assessment of managerial decisions

Controversy over projects that deal with externally induced societal changes

Controversy over projects that deal with externally induced technological changes

Controversy over projects that deal with changes caused by the company (internally)

Recommended literature:

COPUŠ, L. a kol. 2023. Manažment. Bratislava: Univerzita Komenského v Bratislave, 2023. 464 s. ISBN 978-80-223-5635-0 (online)

KUBÍČKOVÁ, L. a K. RAIS, 2012. Řízení změn ve firmách a jiných organizacích. Praha, Grada Publishing. ISBN 978-80-247-4564-0.

MACHAN, R., 2013. Management změny. Vyd. 2. Praha: Vysoká škola ekonomie a managementu. ISBN 978-80-87839-02-7.

SARRAN, P., CLARK, D., MENDONCA, K. 2019. Change Management Toolkit: Tips, Tools, and Techniques for Leading a Successful Change Initiative. Berkeley: University of California, 2019. 50 s. Change Management Toolkit (berkeley.edu)

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 25 hours

Analysis of learning portals and applications: 25 hours.

Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: doc. Ing. Zuzana Rowland, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

1. state exam subject - Economics and financing in the field of sports

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/EFS/24	Course title: Economics and financing in the field of sports (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 must 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: Acquired knowledge: The student can analyze and evaluate the current state of theoretical knowledge from the economics of financing and business in the field of sports and other organizations, 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/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 the functioning of sports and other organizations. Acquired competences: The student can demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Economic thinking, its development, methodology and methods. Laws and signs of economics. Market system. Imperfect competition. Regulation of monopoly, anti-monopoly policy of the state. Economic performance and performance measurement. Basic macroeconomic aggregates. National budget. Income and expenditure to the state budget. Budget deficit and national debt. Theories of consumption, savings and investments. Function of consumption and savings. The position of the company in the market economy, its typology, production factors, property and capital structure. Investment value and methods of evaluating investment projects. The economics of a professional sports club. Appreciation of the club and players. Financing	

models.

The system of financing sport and its organizations in selected European countries.

Evaluation of the organization's effectiveness (area of financial analysis) and evaluation of the effectiveness of the organization's investment intentions (area of investment effectiveness evaluation).

Financial system, monetary policy, financial markets and financial institutions. Financial analysis of the company.

Structure and principles of financing sports organizations. Financing of sports from public and non-public sources. Sponsorship and donations in sports.

Competition in sports - broadcasting rights, ticket sales, sports organizations as businesses, sports competition as economic competition.

Consumer behavior. Sports fan as a specific client.

Entrepreneurship in small and medium-sized enterprises. Internationalization of the business of small and medium-sized enterprises.

Corporate social responsibility.

Recommended literature:

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

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

SEDLÁK, M.: Podnikové hospodárstvo. Bratislava: IURA Edition 2007, ISBN 978-80-8078-093-7.

ALEXY, J – SIVÁK, R.: Podniková ekonomika. Bratislava: IRIS 2005, ISBN 80-89018-82-3.

VALACH, J. a kol. 2003. Finanční řízení podniku. Praha: EKOPRESS, 2003

NOVÁ, J., a kol. *Management, marketing a ekonomika sportu*. 1. vyd. Brno: Masarykova univerzita, 2016, 284 s. ISBN 978-80-210-8346-2.

NOVOTNÝ, J. *Sport v ekonomice*. Vyd. 1. Praha: Wolters Kluwer Česká republika, 2011, 512 s. ISBN 978-80-73576-66-0.

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

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

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

VLACHYNSKÝ, K. a kol.: Podnikové financie. Bratislava: Súvaha, 2009.

FETISOVOVÁ, E. – VLACHYNSKÝ, K. – SIROTKA, V.: Financie malých a stredných podnikov. Bratislava: IURA EDITION, 2004.

NOVOTNÝ, J. 2000. Ekonomika sportu. Praha: ISV, 2000.

ANDREFF, W. Globalisation of Professional Sport Finance. In. Journal of Risk and Financial Management, 17 (5), art. no. 201, DOI: 10.3390/jrfm17050201

GÁBRIŠ, T., GREGUŠ, J.: Práva a povinnosti v profesionálnom športe. Praha: Leges, 2021.

CHAPČÁKOVÁ, A., J. HEČKOVÁ a E. HUTTMANOVÁ, 2021. Podnikanie v malých a stredných podnikoch. Košice: Equilibria s.r.o. ISBN 978-80-8143-303-0

IVANOVÁ, P. a P. STANĚK. 2017. Malé a stredné podniky. Súčasnosť a budúcnosť. Bratislava: Wolters Kluwer. ISBN 978-80-8168-737-2

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:					
A	B	C	D	E	FX
0 %	0 %	0 %	0 %	0 %	0 %
Lecturers: doc. Ing. Ján Dobrovič, PhD. (Commission for State Examinations)					
Date of last change: 01.08.2024					
Approved by: doc. Ing. Ján Dobrovič, PhD.					

2. state exam subject - Management and marketing in the field of sports

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/MMS/24	Course title: Management and marketing in the field of sports (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:	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge from management and marketing in the field of sports and sports and recreation-oriented organizations, independently and creatively use theoretical knowledge as a methodological platform for moral reasoning and evaluation, synthesize and apply acquired theoretical knowledge, knowledge and competences for real problems of social practice.	
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 management and marketing of sports organizations and events.	
Acquired competences The student can demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: Managerial theories. Management process and management functions and levels. Types of managers. Planning and decision making. Managerial control and information systems for management. Business, its meaning, tasks, specifics, forms. Retail and wholesale. Operational activities in wholesale and retail. Business intermediaries. Developmental tendencies in trade. The impact of globalization on trade. Integration, concentration, cooperation in business. Typology of business units. Human resources management. System and functions of personnel work. Personnel policy and strategy. Human resource planning. Employee flexibility system. Audit of human resources and development of human potential.	

Personnel marketing, insourcing and outsourcing of human resources and personnel activities. The professionalization of sport and its impact on sports legislation, labor relations, the market of players, the market of talented players. Player unions and collective bargaining. Creativity and media, advertising campaign. Creation of communication strategy, creative brief.

Target group, effectiveness of advertising and its measurement. Advertising agency and social marketing, financing of social campaigns, fundraising.

Project management with a focus on sports. Project management cycle. Project organization. Public projects and public contracts. Sustainability of projects.

Innovative and customer-oriented projects in sports and physical education organizations. Marketing and sports - trademarks, competition rights, protection of Olympic symbols, advertising and sponsorship, marketing partnership.

Intercultural management. Comparison of cultures. Culture shock and mechanisms of its successful management.

Intercultural teams. Negotiation across cultures. Coaching of employees in a multicultural environment

Management of a sports and recreation organization and its legal aspects. Branding in the sports and recreation area.

Sponsorship in the context of sponsors' marketing and communication goals.

Marketing research process. Primary research methods. Selection file.

Data analysis. Control of collected data. Report of the results of marketing research.

Effective communication in the organization and its improvement. Manager's personality and manager's communication skills. Interpersonal communication.

Effective management of meetings and interviews. Presentation skills. Bad communication habits.

Recommended literature:

- SEDLÁK, M. 2009. Manažment. 4. vydanie. Bratislava: IURA Edition. 2009. ISBN 978-80-8078-283-2.
- VEBER, J. 2009. Management. Základy – moderní manažérské přístupy – výkonnost a prosperita. Praha: Management Press. 2009. ISBN 978-80-7261-200-0.
- HVIZDOVÁ Eva et al. Základy marketingu. 1. vyd. Prešov: VŠMP ISM Slovakia v Prešove, 2013. 219 s. ISBN 978-80-89372-49-2.
- MURA, L. a kol. 2012. Obchodné podnikanie. Komárno: Univezita J. Selyeho, EF. ISBN: 978-80-8122-041-8
- NEUMANNOVÁ, A. 2009. Podnik a podnikanie. Príklady a prípadové štúdie. Bratislava: IURA Edition. 142 s. ISBN 978-80-8078-285-6
- STACHOVÁ, K., STACHO, Z. 2023. Manažment ľudských zdrojov. Vysokoškolská učebnica. Trnava: Univerzita sv. Cyrila a Metoda v Trnave, 2023. 138 s. ISBN 978-80-572-0386-5
- FILIPCZYKOVÁ, H. 2015. Řízení lidských zdrojů. Ostrava: Ostravská univerzita v Ostravě, 2015. 57 s. ISBN 978-80-7464-805-2
- NOVÁ, J., a kol. *Management, marketing a ekonomika sportu*. 1. vyd. Brno: Masarykova univerzita, 2016, 284 s. ISBN 978-80-210-8346-2.
- HVIZDOVÁ, E. 2021. Komerčný marketing: učebné texty. 1. vyd. – Prešov (Slovensko) : Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2021. 115 s. ISBN 978-80-89372-89-8.
- HVIZDOVÁ, E. JR.; J. LANGOVÁ; E. HVIZDOVÁ. 2015. Vision of the marketing management of NPOs in the European context interviewed of the renewed experts on the issue. 1. vyd. – Mainz : Logophon Verlag GmbH. ISBN 978-3-936172-32-4.
- MAJTÁN, M. (2009) Projektový manažment. Bratislava: Sprint2, 2009. 299 s. ISBN 978-80-

89393-0-53

REKTOŘÍK, J., PIROŽEK, P., NOVÁ, J. a kol. Projektový management ve sportu Brno. Masarykova univerzita, 2015. 180 s. ISBN 978-80-2010-7995-3

GÁBRIŠ, T., GREGUŠ, J.: Práva a povinnosti v profesionálnom športe. Praha: Leges, 2021.

BEDNÁROVÁ, L., ALI TAHA, V., SIRKOVÁ, M. 2012. Interkultúrný manažment a podniková kultúra. - 2. preprac. vyd. - Prešov : Bookman, 2012. - 181 s. ISBN 978-80-89568-56-7

NOVÝ, I. 1996. Interkultúrní management : lidé, kultura a management. 1.vyd. Praha: Grada, 1996. 143 s. ISBN 80-7169-260-3.

ČASLAVOVÁ, E. 2020. Management a marketing sportu 21. století. Jesenice: Ekopress, 2020. 222 s. ISBN 978-80-87865-62-0

CIMBOLÁKOVÁ, I., MELICHAR, R. 2023. Manažment a marketing v športe. Vybrané kapitoly. Vysokoškolský učebný text. Košice: UPJŠ, 2023. 83 s. ISBN 978-80-574-0263-3 (e-publikácia)

GALLO, P.; DOBROVIC, J.; CABINOVÁ, V.; PÁRTLOVÁ, P.; STRAKOVÁ, J.; MIHALCOVÁ, B. Increasing the Efficiency of Enterprises in Tourism Sector Using Innovative Management Methods and Tools. In. SOCIAL SCIENCES-BASEL Volume: 10 Issue: 4 Article Number: 132 DOI: 10.3390/socsci10040132

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.

HVIZDOVÁ, E., K., RADVANSKÁ, 2020. Managerial communication issues. 1. vyd. – Prešov (Slovensko) : Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2020. – 85 s. – ISBN 978-80-89372-87-4.

SZARKOVÁ, M. 2011. Komunikácia v manažmente. Bratislava: Ekonóm. 280 s. ISBN 978-80-225-3251-8.

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:

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

Lecturers: doc. Ing. Ján Dobrovič, PhD. (Commission for State Examinations)

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/OBP/24	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 must 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 defence.</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 defence in a closed session and decide on the classification. During the classification, it comprehensively assesses the quality of the bachelor thesis and its defence, considering the assessments and the course of the defence, and evaluates it with one common grade. The decision on the result of the defence 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, analyse 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 can 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 can demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems of his/her studies.

Course content:

The thesis defence 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 defence. 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: 542

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

Lecturers: doc. Ing. Ján Dobrovič, PhD. (Commission for State Examinations)

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Compulsory elective courses

Course description European Union, international organizations and sport

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/EUS/24	Course title: European Union, international organizations and sport (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: 1.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the topic: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful to carry out an oral or written examination.	
Learning outcomes: The student will get to know, deepen and expand theoretical and practical knowledge about the European Union in relation to sports and about important international organizations in the sports environment in Europe.	
Acquired knowledge: The student will gain knowledge about the historical context and principles of the European Union from the point of view of the diversity of its realities. He will get to know the EU institutions and the issue of its integration. Acquires expanded knowledge about the relations of the Slovak Republic with the EU within the framework of the rules of EU functioning. Get an overview of the latest development trends within the EU. Gain knowledge about the legal framework in relation to the sports field.	
Acquired skills: The student will acquire skills within the framework of orientation in the basic set rules of the European Union with an emphasis on the field of sports. He will also acquire the skill to apply some important precedents of the European Court of Justice in relation to sports. He will also acquire the skill to perceive certain economic barriers resulting from Slovakia's membership in the EU.	
Acquired competences: The student will acquire the competences of orientation in the EU area in terms of economic-social and cultural-sports aspects. The student will acquire competencies that will enable him to fully utilize Slovakia's membership in the EU in the context of any further involvement. The student will strengthen the competences to explain the basic principles of the European Charter of Sports and other documents and to discuss the position of the most important sports organizations in Europe.	
Course content: Definition of the term sport, physical education, physical culture in relation to the EU and Slovak legislation	

Historical context of European development, stages of integration
 Outline of the functioning of European institutions, powers, aspects of political influence
 EU legal framework, EU standards, rules of sports associations, precedent decisions of the European Court of Justice
 European charter of sport and principles of human rights protection
 White paper on sport and EU strategic documents
 Definition of the goals of state support for sports in the Slovak Republic
 Significant and influential sports institutions in the EU

Recommended literature:

PITROVÁ, M., FIALA, P. 2009. Evropská unie. Brno: Centrum pro studium demokracie a kultury, 2009. 803 s. Evropská politika, číslo publikace: 300. ISBN 978-80-7325-180-2.
 HAMERNÍK, P. 2007. Sportovní právo s mezinárodním prvkem. Vyd. 1. Praha: Auditorium, 2007. 142 s. ISBN 9788090378612.
 KRIŽAN, L. 2014. EURÓPSKA ÚNIA A JEJ POLITIKY V OBLASTI ŠPORTU. Učená právnická spoločnosť. https://beta.ucps.sk/Europska_unia_a_jej_politiky_v_oblasti_sportu
 KOMISIA EURÓPSKÝCH SPOLOČENSTIEV. 2007. BIELA KNIHA O ŠPORTE <https://eur-lex.europa.eu/legal-content/SK/TXT/?uri=CELEX:52007DC0391>
 Ministerstvo školstva, vedy, výskumu a športu SR Konceptcia športu 2022 – 2026 https://www.minedu.sk/data/files/11170_konceptciasportu2022.pdf

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
 Combined education: 25 hours
 Analysis of learning portals and applications: 25 hours.
 Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: doc. PhDr. Tomáš Koziak, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description Cultivating Assertiveness and Empathy

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/VAE/15	Course title: Cultivating Assertiveness and Empathy (compulsory elective, non-profile)
Type, scope and method of educational activity: lecture/seminar 1/1 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 during a joint discussion. Part of the assessment is the semester work in the form of two micro-written output according to the teacher's assignment and the preparation of a presentation according to the teacher's assignment, the evaluation of which is the final assessment. 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 work (20%) presentation evaluation (80%) The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The student acquires basic communication skills with particular emphasis on assertive and empathic behaviour. The subject points out certain methods of assertive behaviour, which, however, must be distinguished from aggressive behaviour.</p> <p>Acquired knowledge: The student will gain knowledge from psychology about assertiveness, impudence and humility. The student will acquire the necessary knowledge about empathy from the point of view of psychology.</p> <p>Acquired skills: The student can develop a case study on persistence and empathy. The student is able to use assertive behaviour techniques.</p> <p>Acquired competences: The student will strengthen their ethical competencies. The student will strengthen his competence in the field of assertive behaviour.</p>	
<p>Course content: Introduction to the study subject. Assertive behaviour. Methods of assertive behaviour. Assertive behaviour techniques. Rules of assertive behaviour. Assertiveness and aggressiveness. Assertiveness and passivity. The relationship between assertiveness and empathy. Empathy as an important component of understanding another. Prerequisites of empathy. The relationship between empathy and prosociality. Case studies.</p>	
Recommended literature:	

KOPŘIVA, K.: Lidský vztah jako součást profese. Praha: Portál, 1997.
 PRAŠKO, J.: Asertivita v partnerství. Praha: Grada, 2005, s. 236. 3.
 VYBÍRAL Z.: Psychologie lidské komunikace, Portál, Praha, 2000. 4.
 DE VITO J.: Základy mezilidské komunikace, Grada, Praha, 2001. 5.
 MARTHA R. A.: Empathy: the importance of recognizing two types. Journal of Psychosocial.
 STOROŠKA, M.: Vzťah fyzickej a duchovnej pomoci v sociálno-charitatívnej službe. In.
 Viera v moc a moc viery. Banská Bystrica : TRIAN, 2007, s. 240-256. ISBN 978-80-88945-93-2.
 STOROŠKA, M.: Sociálno – etické aspekty edukácie pomáhajúcich profesií. In:
 Multilaterálne aspekty života spoločnosti. VSMP ISM Slovakia, 2008, s. 54-81. ISBN 978-80-89372-05-8.
 STOROŠKA, M.: Problematika motivácie v procese výchovy. (Odmeny a tresty s prerastaním do násilia na deťoch.) In: KMEC, M. (Ed.). Multilaterálne aspekty života spoločnosti No 6. VŠMP ISM Slovakia, 2012, s. 69-86. ISBN 978-80-89372-48-5.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.

Combined education: 20 hours.

Preparation and presentation of the semester's work (2 micro-written output): 25 hours.

Analysis of learning portals and applications: 15 hours.

Self-study: 30 hours.

Course evaluation:

Total number of evaluated students: 202

A	B	C	D	E	FX
39,8 %	18,41 %	17,41 %	12,94 %	10,95 %	0,5 %

Lecturers: doc. PaedDr. ThDr. Marek Storoška, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description Corporate social responsibility

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SPZP/10	Course title: Corporate social responsibility (compulsory elective, 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 during 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 one test during semester. 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 (70%) test (20%) student activity during exercises (10%) The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The learning outcome for students is to gain a deeper understanding of the opportunities for socially responsible business and sustainable development. In the context of this, the student will also gain knowledge about the possibilities of social entrepreneurship in terms of the current Slovak legislation.	
Acquired knowledge: The student will gain knowledge about the terminology, structure, categorical apparatus and realities of socially responsible business. The subject will provide students with knowledge about the relationship of social responsibility of organizations with the economy, social sphere, sustainable development, etc. The student will also gain new knowledge about corporate citizenship, the introduction of the concept of social responsibility in organizations, the relationship between profit and social responsibility.	
Acquired skills: The student will acquire skills in the field of implementing the concept of CSR in the organization. He will also acquire skills in identifying motivational factors within the framework of social responsibility in business.	
Acquired competences: The student will strengthen his competence to perceive the organization in which he works, holistically, in the sense of its relationship with other structures, within the framework of the master position. The student will also strengthen their competence in acquiring a sense of sustainability.	
Course content:	

<p>Introduction to Corporate Social Responsibility (CSR) Pillars of corporate social responsibility Activities in the economic sphere in terms of CSR A look at socially responsible business in the social sphere Sustainability and CSR activities Subjects in the field of CSR. Stakeholders and their role in CSR The dependence of the organization's profit on a good reputation Implementation of the concept of CSR in the organization Motivational factors of social responsibility in business Corporate citizenship and community support</p>												
<p>Recommended literature: PAVLÍK, M. – BĚLČÍK, M.: CSR v praxi a jak s ním dál, Praha 2010, Grada Publishing, ISBN 978-80-247-3157-5: 2. KUNZ, V. Společenská odpovědnost organizace, Praha 2012, Grada Publishing, ISBN 978-80-247-3983-0 3. NOVÁK, M.: Biznis ako poslanie, Bratislava 1998, Charis, ISBN 80-88743-21-4 RYZIŇSKI, R., HALČIŠÁKOVÁ.: Ethics'view of the dispute over the roots of economic crises. In: Prosopon 34 (1), 2021, s. 15 – 26. POLAČKO, J., BOCHIN, M.: Controlling v ekonomickej oblasti ako inšpirácia aj pre politický život. In: Podnikanie a inovácie podnikateľských aktivít 14. a Kvalita života: Zborník vedeckých príspevkov z medzinárodnej vedeckej konferencie. Prešov: Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2020. ISBN 978-80-89372-83-6, s. 58-62.</p>												
<p>Language which is necessary to complete the course: Slovak</p>												
<p>Notes: Student workload: 90 hours. Combined education: 20 hours. Preparation and presentation semester's work: 25 hours. Analysis of learning portals and applications: 15 hours. Self-study: 30 hours.</p>												
<p>Course evaluation: Total number of evaluated students: 33</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>34,48 %</td> <td>17,24 %</td> <td>17,24 %</td> <td>10,34 %</td> <td>17,24 %</td> <td>3,45 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	34,48 %	17,24 %	17,24 %	10,34 %	17,24 %	3,45 %
A	B	C	D	E	FX							
34,48 %	17,24 %	17,24 %	10,34 %	17,24 %	3,45 %							
<p>Lecturers: doc. PhDr. Marián Ambrozy, PhD.; Ing. Iveta Fekiač Sedláková, PhD.</p>												
<p>Date of last change: 01.08.2024</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of Social Sciences	
Code: KSV/FIS/24	Course title: Philosophy of sport (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 recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful to carry out an oral or written examination.	
Learning outcomes: The student will get to know, deepen and expand theoretical and practical knowledge about the philosophy of sport.	
Acquired knowledge: He will be able to know the connections between the history of sports and the history of philosophy. Get to know the realities of the Homeric stage of Greek history in connection with sports, as well as the philosophical connections of the Olympic and other Panhellenic games. Get to know the role of sports in the most important Greek poleis, especially in Sparta and Attica. The student will get to know the reflection of sport in the pre-Socratics, in classical Greek philosophy (Sophists, Plato, Aristotle), as well as in the philosophy of Hellenism. He will also learn the connections between Kant's philosophy and modern philosophical views on the nature of sport. He will also become familiar with the philosophical connections of the concepts of competition and virtue in Nietzsche. The student will also become familiar with the knowledge of the authenticity and inauthenticity of sports, as well as the issue of ostracism in the history of sports and in contemporary sports.	
Acquired skills: The student will acquire skills within the framework of orientation in the rules of sports, he will be able to connect them with basic ethical virtues in the entire range of the history of philosophy. At the same time, he will gain orientation in the principles and rules of Olympic sports. He can grasp the meaning of sport in the context of human creativity. Acquires a grasp of the philosophy of sport in the context of corporality (e.g. Merleau - Ponty). It is oriented in the historical context of sport within social contexts.	
Acquired competences: The student will acquire professional knowledge of the philosophy of sport, which will help him to better connect the connections with the practical understanding of sports rules. The student acquires the competence to understand the connection between the ethical concept of conscience and sport. The student will get a better orientation in the values of sport. Acquires	

the ability to compare sport with other human activities in the historical context of socio-economic conditions. The student can analyse the essence, meaning, forms and holistic connections of sports issues.

Course content:

Philosophical and ethical reflection of sport in the context of sports humanities
Sport in the context of ancient philosophy (Homeric period, pre-Socratics, classical Greek philosophy, Hellenistic philosophy)
Sport in the context of reflection on the history of philosophy (classical modern philosophy, classical German philosophy, post-classical philosophy, philosophy of the 20th century)
Sport and its transformation over the centuries
Ontology and phenomenology of play
Sport and authenticity
Philosophical and ethical contexts of the Olympic Games
Sport and axiology
Conscience and ethical adaptation in sport
Sports and kalokagatia
Philosophy, movement, running and the spirituality of movement
Ostracism in sports
Intimate aspects of sport

Recommended literature:

MEEUWSEN, S., KREFT, L. 2022. Sport and Politics in the Twenty-First Century. In. Sport, Ethics and Philosophy, Volume 17, 2023 - Issue 3. DOI: 0.1080/17511321.2022.2152480. s. 342-355
CHA, V. D. 2009. A Theory of Sport and Politics. In. The International Journal of the History of Sport, 26(11), 1581–1610. <https://doi.org/10.1080/09523360903132972>
ŠAGÁT, P., AMBROZY, M.; 2022. Searching for cultural, historical, ethical and philosophical roots of sport in archaic and classical Greek philosophy. Xlinguae 15 (1), pp. 86 – 95
AMBROZY, M. 2021. Vybrané aspekty filozofickej reflexie športu v antike. Aplikovaná psychologie 11 (6), pp. 997 – 1007.
OBORNÝ, J. 2015. Filozofia a šport. Bratislava: UK, 158 s.
HURYCH, Emanuel. 2013. Spiritualita pohybových aktivít. 1. vyd. Brno: Masarykova univerzita, 251 s.
HURYCH, Emanuel. Filosofie športu. Online. Brno: Masarykova univerzita, 2014, s. nestránkované, 136 s. ISBN 978-80-210-7431-6
GÖRNER, K. 2001. Šport ako nedeliteľná súčasť spoločensko-ekonomickej množiny. In: Manažment telesnej výchovy a športu: zborník z vedeckého seminára. Trnava : MTFSTU, 2001, s. 49-53.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
Combined education: 25 hours
Analysis of learning portals and applications: 25 hours.
Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: doc. PhDr. Marián Ambrozy, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description - Communication techniques in management

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/KTM/19	Course title: Communication techniques in management (elective 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 topic: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge during 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 evaluation method consists of: individual project work – semester work (30%), final written exam – test (70%). 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: Acquisition of basic knowledge about the meaning, forms, methods of communication and methods of effective communication in a company. The acquisition of basic competencies and abilities of communication in an organization, interpersonal communication, presentation, the ability to conduct group meetings and conversations, as well as assertive forms of behaviour. Knowledge of communication barriers and how to overcome them.	
Acquired knowledge: The student will gain knowledge about the theoretical foundations of communication in terms of its structure (vertical, horizontal and diagonal, formal, informal, verbal, non-verbal), communication networks (types, their formation and their analysis), means of communication in a company, effective communication and barriers and bad communication habits. At the same time, he will acquire knowledge related to the personality of the leader and his communication skills in the framework of interpersonal communication, effective management of meetings and conversations with employees, as well as knowledge related to active and passive listening, assertive behaviour. and persistent communication as well as presentation skills through an interactive exercise. Familiarize yourself with intercultural features in the process of communication.	
Acquired skills: The student has basic knowledge about the meaning, forms, methods of communication and techniques for effective communication in a company and can apply them in a given team project, as well as implement them in cases. He also has meeting management skills, presentation skills and can practice assertive methods. He can design and develop a communications plan for the company.	
Acquired competences: The student can cope with stressful situations and obstacles, has the skill of working with information, could take responsibility, identify and solve problems, has the ability to	

communicate with people and negotiate with them. The acquired basic competencies and communication skills are applicable both in individual companies and in other organizational and legal forms of companies in the personnel department, at different levels of management, in various sectors of the economy, where communication in personnel relations is the most important means of passing through information. The acquired competencies will influence, enrich with new knowledge and attitudes, regulate actions and behaviour, promote integration into society and the creation of social contacts not only in work, but also in the personal life of the individual.

Course content:

Organizational structure and communication (vertical, horizontal and diagonal communication), communication networks (types, creation and analysis of communication networks), formal and informal communication. Effective communication in the organization and its improvement.

Theoretical foundations of communication. Types of communication and means of communication in the organization, communication barriers. Verbal communication. Non-verbal communication

Manager's personality and communication skills. Interpersonal communication.

Methods of active and passive listening. Active and passive writing techniques.

Confident behaviour and confident communication.

Effective management of meetings and interviews. Presentation skills. Bad communication habits

Intercultural specificity in the process of communication. interactive exercises.

Recommended literature:

SZARKOVÁ, M. 2011. Komunikácia v manažmente. Bratislava: Ekonóm. 280 s. ISBN 978-80-225-3251-8.

KHELEROVÁ, V. 1999. Komunikační a obchodní dovednosti manažéra. Grada, Praha 1999.

PORVAZNÍK, J. 2011. Celostný manažment. Bratislava: Sprint dva. 360 s.

DONELLY, J.H. a kol. 1997. Management. Praha: Grada. 815 s.

PEASE, A.: 2000. Reč tela – čítanie a používanie giest.

VYBÍRAL, Z.: Psychológia komunikace. Praha, 2005

SEEMANN, P. 2021. Komunikačné techniky. Žilina: Žilinská Univerzita: ISBN 978-80-5541-793-6.

KARLÍČEK, M. 2016. Marketingová komunikace. Jak komunikovat na našej trhu. Praha: Grada Publishing. ISBN13 978-80-24757-69-8.

RADVANSKÁ, K., E., HVIZDOVÁ. 2020. Managerial communicatikons issues. Prešov: VŠ Medzinárodného podnikania ISM Slovakia v Prešove. ISBN 978-80-89372-87-4.

Language required for this course: Slovak

Notes:

Student workload: 120 hours

Combined training: 20 hours

Work on the project: 40 hours

Self-study: 60 hours

Item grading

Total number of assessed students: 28

A	B	C	D	E	FX
38,1 %	23,81 %	19,05 %	9,52 %	9,52 %	0 %

Lecturers: PhDr. Ing. Eva Hvizdová, PhD., MBA, univerzitný docent

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: 3.	
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 during 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: 74

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of economics, management and marketing	
Code: KEMM/TIM/24	Course title: Time 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: 4	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful to carry out an oral or written examination.	
Learning outcomes: The student will understand the issue of time management, its goals, meaning, advantages and principles. He will also gain knowledge about time management tools on the market and their use.	
Acquired knowledge: The student will gain knowledge about the principles of time and time perception, about the concept of time management and its generations, with an emphasis on the fourth generation of time management. The student will gain knowledge about "wasters" of time and the causes of wasting time, as well as about the types of time management tools. He will have knowledge of tools used for time management.	
Acquired skills: The student will acquire the skills to identify ways to overcome time wasting and the skills to use the planning components of time management.	
Acquired competences: Acquired transferable competences include the ability to apply time management in practice and the use of time management tools. They also include the ability to assess phenomena and facts in broader contexts, the ability to synthesize knowledge and recognize opportunities and threats in connection with the effective use of working time.	
Course content: Perception and understanding of time. Definition of time management. Generations of time management. Time wasters and causes of time wasting (office environment, meetings, phone calls, visits, watching media and networks, procrastination) The first generation of time management. The second generation of time management. The third generation of time management. The fourth generation of time management. Tools used to manage work and personal time.	

"To-do". Checklists (checklists). Calendar. Diary.
 Planning systems. Electronic aids. Electronic diaries. PC-based personal information management (pim).
 Methods and principles of time management. The Eisenhower Principle. Method s.o.r.u.z. The classic "oh, sort of" method.
 Timothy Ferriss: the "four-hour week" method. The "zen to done" method.
 Mark Foster's method. The Kathrin Passig method – “breathe in! exhale!”. Method of getting things done.

Recommended literature:

COPUŠ, L. a kol. 2023. Manažment. Bratislava: Univerzita Komenského v Bratislave, 2023. 464 s. ISBN 978-80-223-5635-0 (online)
 KRUSE, K. 2019. Moderní time management Zdvojnásobte svou produktivitu, aniž byste se cítili přepracovaní. Přeloženo z anglického originálu. Praha Grada, 2019. 176 s. ISBN 978-80-271-2959-1 (ePub)
 CAUNT, J. Time management – jak hospodařit s časem. Brno: Computer Press, 2007. ISBN 978-0-9564777-1-2.
 KNOBLAUCH, J. - WÖLTJE, H. Time management – Jak lépe plánovat a řídit svůj čas. Praha: Grada Publishing. 2006. ISBN 0-262-13418-7.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
 Combined education: 25 hours
 Analysis of learning portals and applications: 25 hours.
 Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: Ing. Iveta Kmecová, PhD., univerzitná docentka

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

Course description - Political aspects of sport and sports diplomacy

University/College: College of International Business ISM Slovakia in Prešov	
Faculty / Department: Department of Social Sciences	
Code: KEMM/PAS/24	Course title: Political aspects of sport and sports diplomacy (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 recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful to carry out an oral or written examination.	
Learning outcomes: The student will get to know, deepen and expand theoretical and practical knowledge about the European Union in relation to sports and about important international organizations in the sports environment in Europe. The student will become familiar with the issue of sports diplomacy.	
Acquired knowledge: The student will gain an overview of the historical context and principles of the European Union from the point of view of the diversity of its realities. He will get to know the EU institutions and the issue of its integration. Acquires expanded knowledge about the relations of the Slovak Republic with the EU within the framework of the rules of EU functioning. Get an overview of the latest development trends within the EU. Gain knowledge about the legal framework in relation to the sports field. The student will master the issue of sports diplomacy, its subjects, will know the interventions of sports in international politics and the sphere of interdisciplinarity in sports diplomacy.	
Acquired skills: The student will acquire skills within the framework of orientation in the basic set rules of the European Union with an emphasis on the field of sports. He will also acquire the skill to apply some important precedents of the European Court of Justice in relation to sports. He will also acquire the skill to perceive certain economic barriers resulting from Slovakia's membership in the EU. He will acquire the skills of moving in the sphere of sports diplomacy and its nuances, along with the naming of possible interventions, lobbying, and he will acquire the skills of moving in the interdisciplinary areas of sports diplomacy.	
Acquired competences: The student will acquire skills within the framework of orientation in the basic set rules of the European Union with an emphasis on the field of sports. He will also acquire the skill to apply some important precedents of the European Court of Justice in relation to sports. He will also acquire the skill to perceive certain economic barriers resulting from Slovakia's membership	

in the EU. He will acquire the skills of moving in the sphere of sports diplomacy and its nuances, along with the naming of possible interventions, lobbying, and he will acquire the skills of moving in the interdisciplinary areas of sports diplomacy.

Course content:

Sports and politics.
The relationship between the state and sport.
International politics and sports.
Sport and the European Union.
White paper on sports.
The issue of sports diplomacy
Subjects of sports diplomacy
Interventions of sport in international politics
Interdisciplinarity in sports diplomacy

Recommended literature:

KRIŽAN, L. 2014. EURÓPSKA ÚNIA A JEJ POLITIKY V OBLASTI ŠPORTU. Učená právnická spoločnosť. https://beta.ucps.sk/Europska_unia_a_jej_politiky_v_oblasti_sportu
KOMISIA EURÓPSKÝCH SPOLOČENSTIEV. 2007. BIELA KNIHA O ŠPORTE <https://eur-lex.europa.eu/legal-content/SK/TXT/?uri=CELEX:52007DC0391>
Ministerstvo školstva, vedy, výskumu a športu SR Konceptcia športu 2022 – 2026 https://www.minedu.sk/data/files/11170_koncepciasportu2022.pdf
MEEUWSEN, S., KREFT, L. 2022 Sport and Politics in the Twenty-First Century. In. Sport, Ethics and Philosophy, Volume 17, 2023 - Issue 3. DOI: 0.1080/17511321.2022.2152480. s. 342-355
DUBSKÝ, Z. 2018. Sportovní diplomacie jako součást zahraniční politiky státu. Scientia et Societas 14 (1), s. 3–21.
Cha, V. D. (2009). A Theory of Sport and Politics. In. The International Journal of the History of Sport, 26(11), 1581–1610. <https://doi.org/10.1080/09523360903132972>
<https://www.tandfonline.com/doi/full/10.1080/09523360903132972>
WOŽŇIAK, W. 2017. Polityka wobec sportu. Sport jako element polityki publicznej. In. Problemy Polityki Społecznej 2017;37. ISSN 1640-1808. s. 33-52.
HOULIHAN, B.: Sport & International Politics. New York/London: Harvester Wheatsheaf, 1994. 256 s. ISBN 978-0-13302-589-7
ŠTULAJTER, I., BARTEKOVÁ, D., TEREM, P. 2018. Význam a úlohy športovnej diplomacie. Banská Bystrica: Belianum, 2018.
ŠTULAJTER, I., BARTEKOVÁ, D., ŠTULAJTER, M. 2013. Športová diplomacia. Banská Bystrica: Vydavateľstvo Belianum, 2013.

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 90 hours.
Combined education: 25 hours
Analysis of learning portals and applications: 25 hours.
Self-study: 40 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: doc. PhDr. Tomáš Koziak, PhD.; Mgr. Ľuboš Michel'

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/TK/10	Course title: Theory of Communication (compulsory elevative, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 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 during 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 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 interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral 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.</p>	
<p>Learning outcomes: The educational output is to acquaint the listeners with the theory of communication, individual types of communication and the impact of information and communication technologies on the nature of communication. Finally, the output is also pointing out special problems of communication, as well as ethics in individual types of communication.</p> <p>Acquired knowledge: The student knows the concepts, components, principles and types of communication. Knows the basic principles of rhetorical speech with its particularities, including communicative speech as a human creation. He knows the methods and mechanisms of misuse of communication and knows the principles of defense against such misuse. The student knows the specifics of media communication and the principles of ethical behavior in the communication process.</p> <p>Acquired skills: The student can use rhetorical means in communication. He is skilled in detecting misuse of communications and defending against it. He can effectively choose media means and space for communication and is able to communicate within the framework of ethical rules.</p> <p>Acquired competences: Student will strengthen his expressive abilities, acquire competences of an argumentative-eristic nature, strengthen the competence of empathy, acquire the competence of defensive-apologetic communication, strengthen the competence for using media means and media space, acquire the competence of ethical communication.</p>	
Course content:	

<p>Definition of individual terms and components of communication. Principles of communication. Information and communication technologies in interpersonal and mass communication. Types of communication (informing, motivating, providing and searching for information). Oratory, language elements and means of speech. Body language and the power of first impressions. Communication as a creative activity. Misuse of communications and defence against misuse. Specifics of media communication. Media and the individual. Media and product. Ethics of mass media communication and advertising. Internet ethics. The latest trends in the development of media communication.</p>												
<p>Recommended literature: STANČEK, L.: Rétorika a jej praktiky. Bratislava. Misijná spoločnosť sv. Vincenta De Paul, 2011. 176 s. ISBN: 978-80-970280-9-6 GABURA J., GABURA P.: Sociálna komunikácia, OZ SP, Bratislava, 2003. VYBÍRAL Z.: Psychologie lidské komunikace, Portál, Praha, 2000. DE VITO J.: Základy mezilidské komunikace, Grada, Praha, 2001. FOUT: Jak komunikovat se zákazníkem, Computer Press, Praha, 2000. STOROŠKA, M.: Communication - key social competency in management. [Komunikácia – základná sociálna kompetencia v manažmente] In: Orbis communicationis socialis 2009. Lublin: Norbertinum, 2009, s. 106 – 119. ISSN 1895-4979. STOROŠKA, M. 2015. Crisis communication in the selected situations. (Selected helping profession). In. Społeczeństwo i Edukacja 19 (4) 2015. Warszawa: Instytut Studiów Międzynarodowych i Edukacji, 2015. s. 231-239. ISSN: 1898-0171</p>												
<p>Language which is necessary to complete the course: Slovak</p>												
<p>Notes: Student workload: 150 hours. Combined education: 40 hours Preparation and presentation of the semester work (thesis): 30 hours Analysis of learning portals and applications: 20 hours. Self-study: 60 hours</p>												
<p>Course evaluation: Total number of evaluated students: 231</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>27,4 %</td> <td>14,16 %</td> <td>27,4 %</td> <td>13,7 %</td> <td>17,35 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	27,4 %	14,16 %	27,4 %	13,7 %	17,35 %	0 %
A	B	C	D	E	FX							
27,4 %	14,16 %	27,4 %	13,7 %	17,35 %	0 %							
<p>Lecturers: doc. PaedDr. ThDr. Marek Storoška, PhD.</p>												
<p>Date of last change: 01.08.2024</p>												
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</p>												

Course description Psychology of Sports and Coaching

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of economics, management and marketing	
Code: KSV/PSK/24	Course title: Psychology of Sports and Coaching (compulsory elevative, non-profile)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
Recommended semester: 5.	
Cycle of study: 1.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with recommended literature and presents his knowledge during the joint discussion. At least 51 points = 50 % of the success rate criteria must be earned to successfully terminate the subject. Credits will not be granted to a student who has not met the required criteria. The evaluation of the mark is carried out according to the classification scale A, B, C, D, E, FX according to the Study Rules VŠMP ISM Slovakia in Prešov. The conditions for termination are successful to carry out an oral or written examination.	
Learning outcomes: The aim of the subject is to provide basic information on the application of psychological knowledge to the field of sport, focusing on recreational and top sports and physical education. It focuses on the topics associated with the individual's mental processes in the above-mentioned environment within the dyadic and team relationship in the sports environment. The aim is to present topics from coaching as a means of developing the personality of athletes and team.	
Acquired knowledge: The student will gain knowledge about the general overview, history and foundations of the psychology of sport, personality, cognitive, emotional and socio-psychological aspects of individual and collective sports. He will have knowledge about the basic features of the athlete and his pre -starting and postcard states, and at the same time he will know the theory of coaching athletes.	
Acquired skills: The student acquires skills in critical evaluation and use of psychological knowledge in solving problematic situations in sports, as well as skills in acquiring current and relevant information corresponding to the psychological aspects of sport. Gains skill in working with individual states of the athlete in the context. Gains skills in solving specific problems in teams and coaching.	
Acquired competences: The student will acquire competence in the communication of information in the field of psychology of sport to the lay public, regarding the developmental and personality characteristics of the listeners. It will gain competences to resolve conflict situations in sport, to create an analysis of social processes in the team and gain competence to decide on the choice of suitable coaching methods.	
Course content: Sport psychology, its historical development and the current position Professionalism and Sportography, Laterality	

Personality of athletes and its diagnostics - temperament, typology
 Motivation and performance motivation, diagnosis, aspiration, modern motivation theory
 Social Group and Sport - Characteristics, Shaping, Explanation, Dynamics
 Social influence in groups (conformity, innovation, decision -making in group, authority's impact)
 Phase of group development, rules, standards
 The role of the leader and his personality in the group. Individual and group
 Cognitive abilities, physically movement intelligence
 Psyche and top performance (self -confidence, determination, set goals attention, relaxation, activation, competition planning)
 Psyche and top performance (stress, fear, pre -match and post -match states)
 Emotions, aggression in sport
 Motor learning phase, plateau effect and forgetting curve, flow. Assertiveness and its use in sports activities
 Coaching, coach role, dyadic interaction
 Basic tools of coaching. Psychology of Coaching as a Modern Team Management Aid
 Group management styles, impacts on the team's climate. Working with rules and standards.
 Personality development of athletes, foundations of mental hygiene

Recommended literature:

GREGOR, T., 2013. Psychológia športu. Bratislava: Mauro. ISBN 978-80-968092-7-1.
 BLAHUTKOVÁ, Marie a Miroslav SLÍŽIK. Vybrané kapitoly z psychologie sportu. Brno: Masarykova univerzita, Fakulta sportovních studií, 2014, 118 s. 1. ISBN 978-80-210-6859-9.
 BLAŽEJ, A. 2018. Psychologie koučování pro trenéry a manažery. Brno: Masarykova univerzita. Fakulta sportovních studií, 2018. 66 s. ISBN: 978-80-210-8971-6

Language which is necessary to complete the course: Slovak

Notes:

Student workload: 150 hours.
 Combined education: 40 hours
 Analysis of learning portals and applications: 20 hours.
 Working on the presentation: 20 hours
 Self-study: 70 hours

Course evaluation:

Total number of evaluated students:

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

Lecturers: Mgr. Marianna Berinšterová, PhD.

Date of last change: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: 167

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: 43

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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.	

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: 37

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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
 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: 188

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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

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: 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: 66

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.

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: 94</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: 01.08.2024</p>					
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</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 during 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: 34</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: 01.08.2024</p>					
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</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: 45</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: 01.08.2024</p>					
<p>Approved by: doc. Ing. Ján Dobrovič, PhD.</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: 140					
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: 01.08.2024					
Approved by: doc. Ing. Ján Dobrovič, PhD.					

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:	
Course conditions: During the semester, the student actively participates in exercises, works with the recommended literature and presents his knowledge during 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.	
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 can 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.	
Acquired knowledge: The cognitive component of the subject is the acquisition of economic vocabulary in Russian.	
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.	
Acquired competences: The student will strengthen their language skills, namely to the language level B2 or C1. The student will strengthen lexical competencies.	
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.	
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.

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: 54

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: 01.08.2024

Approved by: doc. Ing. Ján Dobrovič, PhD.