

Information sheet for the course Corporate Management

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| University: <i>Alexander Dubček University of Trenčín</i> | | | | | |
| Faculty: <i>Faculty of Industrial Technologies in Púchov</i> | | | | | |
| Course unit code: <i>PP-PV-7</i> | | | Course unit title: <i>Corporate Management</i> | | |
| Type of course unit: <i>optional</i> | | | | | |
| Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/26 hours per semester of study; face to face</i> <i>Seminar: 0</i> <i>Laboratory tutorial: 0</i> | | | | | |
| Number of credits: <i>2</i> | | | | | |
| Recommended semester: <i>3rd semester in the 2nd year full-time</i> <i>3rd semester in the 2nd year part-time</i> | | | | | |
| Degree of study: <i>the 1st degree of study (Bachelor's degree)</i> | | | | | |
| Course prerequisites: <i>none</i> | | | | | |
| Assessment methods: <i>An active attendance of Lecturers is one of the basic condition of succesfull graduation of subject. The next condition is creation of seminar paper, written exam, from which the student must achieve min. 60% of the whole number of point evaluation.</i> | | | | | |
| Learning outcomes of the course unit: <i>By the Business management subject student will obtain the bases paterns and terms of management in Slovak republic and also in other countries of the world. Student will learn to apply these knowledges at sloving of really problems of present practise. The target of this subject is educate students to identificate and analyse the specifications of business management. The main condition is obtaining the bases of general management, functions of management, forms of management, organizational structure, individual forms of enterprises, types of managers, types of managings, the diferences between leading and managing.</i> | | | | | |
| Course contents: <i>Introduction of general management,</i> <i>History of management with the focus on key accessions</i> <i>Intersection of management activities and their charakteristics</i> <i>Management like a proccess of managing versus management like an executory part of enterprise</i> <i>Organization structure and the division of managing powers</i> <i>The bases of management segments – production assembly management, personal management, financial management, logistic management a management of quality.</i> | | | | | |
| Recommended of required reading: <i>1. KOTLER, P.: Marketing management. Paris : Pearson Education, 2009. xxxvii, 900 s. ISBN 978-2-7440-7345-8.</i> <i>2. MAJTÁN, M.: Manažment. 5. dopln. vyd. Bratislava : Sprint dva, 2009. 405 s. Economics. ISBN 978-80-89393-10-7.</i> <i>3. TEPPER, B.: Manažerské znalosti a dovednosti. Grada publ., Praha. 1996.</i> <i>4. VEBER, J. Management : základy, moderní manažerské přístupy, výkonnost a prosperita. 2. vyd. Praha : Management Press, 2009. 734 s. ISBN 978-80-7261-200-0.</i> | | | | | |
| Language: <i>Slovak</i> | | | | | |
| Remarks: | | | | | |
| Evaluation history: <i>0</i> | | | | | |
| A | B | C | D | E | FX |

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| 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lecturers: <i>Ing. Katarína Jankacká, PhD.</i> | | | | | |
| Last modification: <i>31.03.2015</i> | | | | | |
| Supervisor: <i>doc. Ing. Ján Vavro, PhD.</i> | | | | | |