

Information sheet for the course
Prices and Price Policies - elective

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>KEaE/lz24Vd/14</i>	Course unit title: <i>Prices and Price Policies - elective</i>
Type of course unit: <i>elective</i>	
Planned types, learning activities and teaching methods: <i>2 hours of lectures per week. 28 hours of seminars per semester. In-class format.</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>6th</i>	
Degree of study: <i>I.</i>	
Course prerequisites: <i>“none”</i>	
Assesment methods: <i>At the end of the semester examination period: written exam. Final evaluation: A (100 points -91 points), B (90 points-81 points), C (80 points -71 points), D (70 points - 61bodov), E (60 points - 51 points).</i>	
Learning outcomes of the course unit: <i>A student passing the subject obtain an overview on the rules of formation of market prices and the student will be able to find the link between the market and the price. Following the conditional subjects analyze pricing decisions firms in applying market prices. A student passing subject gets complex knowledge of approaches to pricing in the company in achieving long-term business strategy and knowledge of tactics of of price adjustment rates in specific situations in the short term.</i>	
Course contents: <i>1. The theory of value and price. 2. Types of prices. 3. Factors affecting pricing. 4. Creation of producer prices. 5. Cost - oriented price creation. 6. Demand - oriented price creation. 7. A competitive price formation. 8. Pricing in business organizations. 9. Pricing of services. 10. Methods and approaches creation of foreign prices. 11. Factors affecting the price in foreign markets. 12. Methods and approaches creation of foreign prices. 13. Price making and business strategy.</i>	
Recommended of required reading: <i>Baculíková, N. – Cehula, M.: Ceny a cenové stratégie. TnUAD, Trenčín 2008 Kajanová, J.: Náklady a ceny. IRIS, Bratislava 2005 Janok, M. a kol.: Cenová stratégia. Mika Konzult, Bratislava 1996 Marková, V: Ceny a cenová politika. UMB, Banská Bystrica, 2000 Rajňák, M a kol.: Cenové rozhodovanie. Ekonóm, Bratislava 1999</i>	
Language: <i>Slovak</i>	
Remarks: <i>The subject is provided in the summer semester of the third year of full-time study and in the summer semester of the 4th year of part-time study. The course is elective.</i>	

Evaluation history:

Total number of students being assessed: 0

A	B	C	D	E	FX
0,0	,0,0	0,0	0,0	0,0	0,0

Lectures: *Ing. Nina Baculíková, PhD.***Last modification:****Supervisor:** *Doc. Mgr. Sergej Vojtovič, DrSc.*