

Course Unit Information Sheet

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| <b>University:</b> <i>Alexander Dubček University in Trenčín</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                       |
| <b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                       |
| <b>Course unit code:</b> <i>LZP4</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Course unit title:</b> <i>Managerial Economics</i> |
| <b>Planned types, learning activities and teaching methods:</b> <i>2/2 weekly</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                       |
| <b>Number of credits:</b> <i>10</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                       |
| <b>Recommended semester/trimester:</b> <i>2<sup>nd</sup> semester</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                       |
| <b>Degree of study:</b> <i>III (PhD.)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                       |
| <b>Course prerequisites:</b> <i>LZP8 Microeconomics, LZP10 Business Economics, LZP13 Management, LZP41 Company Financial and Economic Analysis, LZP28 Marketing</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                       |
| <b>Assessment methods:</b> <i>Continuous assessment: active and creative participation of students during seminars, students must attend at least 80% of all seminar sessions, master and use proper terminology, have the subject matter knowledge. Two written examinations during the semester. Under continuous assessment, students are required to achieve at least 50 score points to pass. Final assessment: a written examination to test the students' understanding of the recommended reading and an oral examination to test the students' ability to apply the knowledge in line with the course unit learning outcomes. Students may earn the total score of 100 points. The grading system is following: (E) – 70 points, (D) – 75 points, (C) – 80 points, (B) – 85 points, (A) – 90 points.</i>                                                                                                                                                                                                                                                                          |                                                       |
| <b>Learning outcomes:</b> <i>By completing the course unit, students will <b>have</b> knowledge in business economics needed from the perspective of a manager and will have <b>understanding</b> of fundamental processes going on in businesses. Students will be able to <b>apply</b> the knowledge acquired in organizations through management methods and tools. By passing the course unit successfully, students should be able to <b>analyse and evaluate</b> business processes and to make the right decisions.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                       |
| <b>Course unit contents:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                       |
| <ol style="list-style-type: none"> <li>1. <i>Orientation and study skills. Course completion requirements.</i></li> <li>2. <i>Setting up a business, issues related to setting up a business.</i></li> <li>3. <i>Asset and capital structure of businesses.</i></li> <li>4. <i>Basic economic indicators of businesses, business financial results.</i></li> <li>5. <i>Approaches to and methods of business performance assessment.</i></li> <li>6. <i>Business financing options, financial management in businesses.</i></li> <li>7. <i>Investment, investment activities of businesses.</i></li> <li>8. <i>Investment economic effectiveness, methods for assessing investment effectiveness.</i></li> <li>9. <i>Innovations and business competitiveness.</i></li> <li>10. <i>Business activities, business activity management.</i></li> <li>11. <i>Business marketing, organizing marketing activities.</i></li> <li>12. <i>Controlling – modern tool for business economic management.</i></li> <li>13. <i>Clustering, internationalization of business activities.</i></li> </ol> |                                                       |
| <b>Recommended reading:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                       |
| <p><i>Majduchová, H., Neumannová, A. (2015). Podnikové hospodárstvo pre manažérov. Bratislava: Wolters Kluwer.</i></p> <p><i>Majtan, Š. (2014). Podnikové hospodárstvo. Bratislava: Sprint dva.</i></p> <p><i>Zalai, K. a kol. (2013). Finančno-ekonomická analýza podniku. Bratislava: Sprint dva.</i></p> <p><i>Koišová, E. (2000). Financovanie a finančné zdroje podniku. Trenčín: TnUAD. s.242.</i></p> <p><i>Synek, M., Kopkáně, H., Kubálková, M. (2009). Manažerské výpočty a ekonomická analýza. Praha: C. H. Beck.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                       |

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| <p>Synek, M. a kol. (2011). <i>Manažérska ekonomika</i>. Praha: Grada Publishing. 471 s.<br/>                 Kotler, P., Keller, K. L. (2013). <i>Marketing management</i>. Praha: Grada Publishing. s. 816<br/>                 Synek, M., Kislíngerová, E. (2015). <i>Podniková ekonomika</i>. Praha: C. H. Beck.<br/>                 Ochrana, F. (2002). <i>Manažerske metody ve veřejném sektoru: teorie, praxe a metodika uplatnění</i>. Ekopress. 216 s. ISBN 80-86119-51-3<br/>                 Kita, J. a kol. (2010). <i>Marketing</i>. Bratislava: Wolters Kluwer. 411 s.<br/>                 Knápková, A., Pavelková, D., Šteker, K. (2013). <i>Finanční analýza</i>. Praha: Grada Publishing.</p> |   |   |   |   |    |
| <b>Language:</b> Slovak                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |   |   |   |   |    |
| <b>Remarks:</b> The course unit is offered in the 1 <sup>st</sup> year of full time/part-time study/summer semester. A compulsory course unit.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |   |   |   |   |    |
| <b>Evaluation history</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   |   |   |   |    |
| Total number of students assessed: 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |   |   |   |   |    |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | B | C | D | E | FX |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | B | C | d | e | fx |
| <b>Lecturer:</b> Prof. Ing. Dr. Valentinas Navickas – course unit lecturer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |   |   |   |   |    |
| <b>Last modification:</b> March 30, 2016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |   |   |   |   |    |
| <b>Supervisors:</b> Prof. Ing. Mag. Dr. Herbert Strunz, PhD., Assoc. Prof. Mgr. Sergej Vojtovič, DrSc., Assoc. Prof. Ing. Adriana Grenčíková, PhD. – guarantors of the Human Resources and Personnel Management program of study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |   |   |   |    |