



Univerzita sv. Cyrila a Metoda v Trnave
Inštitút manažmentu
Námestie Jozefa Herdu 2
917 01 Trnava

Catalogue of Courses for Erasmus+ Students

Bachelor's Degree

2024/2025

Institute of Management UCM in Trnava

Winter semester		Summer semester	
Intercultural Management	3 ECTS	Organizational Culture	4 ECTS
Management and Managerial Competencies	5 ECTS	Microeconomics	6 ECTS
Gastronomy and Nutrition	3 ECTS	Management of Information Systems in Tourism and Hotel Industry	5 ECTS
Informatics	6 ECTS	Marketing	6 ECTS
Introduction to Law	4 ECTS	Ethics	2 ECTS

Contact:

JUDr. Ing. Tomáš Malatinec, PhD.
Coordinator of International Relations
E-mail: tomas.malatinec@ucm.sk

Intercultural Management
PhDr. Martin HALMO, PhD.

Conditions for completing the subject:

- The condition for admission to the exam is participation in lectures and exercises and the preparation of assignments during the semester, as assigned by the teacher.
- In the case of an individual study plan, a minimum of 50% participation in lectures and exercises and the preparation of assignments according to the teacher's instructions are required for admission to the written exam.
- 100% final assessment – 50% written exam, 50% processing assignments during the semester. The classification level will be determined based on the scale (in %): A (100-92), B (91-83), C (82-74), D (73-65), E (64-56), FX (55 and less).

Educational outcomes:

- 1. Knowledge:** The student will gain an overview of basic theoretical and practical knowledge and the impact of cultural differences between employees on the company's activities.
- 2. Skills:** After completing the subject, the student is able to orient himself and realize the need to focus on getting to know, understand and accept the cultures with which he will come into contact.
- 3. Professional competences:** the student will learn to prepare for a change in the cultural environment in such a way as to minimize his own culture shock during the change of environment, as well as the culture shock of the incoming employee. He will understand the need for focus and the process of building and creating an accepted organizational culture (during organizational change) in the environment of an intercultural organization.
- 4. Transferable competences:** The student acquires flexibility in thinking (adaptability, flexibility, improvisation skills) and can apply the acquired intercultural competences.

Brief content of the subject:

1. Explanation of the terms culture, national culture, organizational culture.
2. Intercultural management, international management.
3. Elements of intercultural competence.
4. Training in intercultural competence.
5. Perception of foreign cultures.
6. Overcoming intercultural barriers.
7. Cooperation across cultural boundaries.
8. Business as a subsystem of national culture.
9. Management of intercultural aspects of mergers and acquisitions.
10. Organizational culture of international companies.
11. Change of culture as a result of the merger, or acquisitions in intercultural companies.
12. Personnel management as a key to the success of understanding and accepting culture.

Recommended literature:

CAGÁŇOVÁ, D. – ŠUJANOVÁ, J. – Woolliscroft, P. 2015. Multicultural and Intercultural Management within a Global Context. Bratislava: STU, 2015. 140 p. ISBN 978-80-227-4439-3.

HOLTBRÜGGE, D. 2022. Intercultural Management. London: SAGE Publications Ltd, 2022. 416 p. ISBN 1529789745.

BARMEYER, C. 2016. Intercultural Management. Bloomsbury: Bloomsbury Publishing. 2016. 360 p. ISBN 1137027371.

FITZPATRICK, F. 2019. Understanding Intercultural Interaction. Leeds: EMERALD GROUP PUB. 2019. 336 p. ISBN 1838673989.

BOČÁNKOVÁ, M. 2014. Intercultural Communication. Praha: Vysoká škola ekonomická v Praze, Nakladatelství Oeconomica. 2014. 152 p. ISBN 9788024516486.

Organizational Culture

PhDr. Martin HALMO, PhD.

Conditions for completing the subject:

- The condition for admission to the exam is participation in lectures and exercises and the preparation of assignments during the semester according to the teacher's assignment.
- In the case of an individual study plan, a minimum of 50% participation in lectures and exercises and the preparation of assignments according to the teacher's instructions are required for admission to the written exam.
- 100% final assessment – 50% written exam, 50% processing assignments during the semester. The classification level will be determined based on the scale (in %): A (100-92), B (91-83), C (82-74), D (73-65), E (64-56), FX (55 and less).

Educational outcomes:

1. Knowledge: After completing the subject, the student will acquire basic knowledge about organizational culture, its content, strength and validity in organizations in the context of their size and focus. Become familiar with how and with what purpose organizations create and develop, whether more or less consciously, their specific culture, which represents their own system of value preferences, norms and patterns of behaviour that create a certain framework for the actions of managers and all employees in the organization.

2. Skills: The student is able to define himself and motivate others to define values, he can apply motivational techniques to people with the aim of identifying with values so that they can use them to increase work performance.

3. Professional competences: After completing the subject, the student is able to orient himself and search for declared values, symbols (verbal symbols, symbolic behaviour and actions, symbolic artifacts of a material nature, status symbols), as well as subconsciously shared elements of organizational culture in the organization.

4. Transferable competences: While working on assignments and presenting results from them, the student of the subject will develop cooperation skills, communication skills, analytical skills, the ability to solve problems, the ability to verbally cultivate and professionally prepare a written and oral speech.

Brief content of the subject:

1. The essence and meaning of organizational culture.
2. Structure of organizational culture.
3. Symbols of organizational culture.
4. Content and strength of organizational culture.
5. Resources of organizational culture.
6. Subjects of organizational culture.
7. Typologies of organizational culture.
8. Management of organizational culture change.
9. Creating a desirable organizational culture.
10. Corporate identity and image of the organization.
11. Organizational culture and personnel management.
12. Organizational culture of international companies.

Recommended literature:

STACHOVÁ, K., STACHO, Z., BARTÁKOVÁ, G. 2015. Influencing organisational culture by means of employee remuneration. *Business: theory and practice*, 16(3), 264-270.

COCOZZA, A. 2023. *Understanding Organizational Culture*. Cham: Springer. 2023. 239 p. ISBN 978-3-031-43859-2.

SCHEIN, E. 2010. *Organizational Culture and Leadership*. Jossey-Bass. 2010. 464 p. ISBN 9780470185865.

STANFORD, N. 2010. *Organisation Culture*. Economist Books. 2010. 240 p. ISBN 1846683408.

SACKMANN, S. 2022. *Culture in Organizations*. Cham: Springer. 2022. 285 p. ISBN 978-3-030-86079-0.

Management and Managerial Competencies

Ing. Martina HUDECOVÁ, PhD.

Conditions for completing the subject:

The condition for admission to the exam is participation in lectures and seminars and the preparation of assignments during the semester according to the lecturer's instructions.

In the case of an individual study plan, a minimum of 50% participation in lectures and seminars and the preparation of assignments are required for admission to the written exam.

100% final assessment – 80% written exam, 20% assignments. The classification level will be determined based on the scale (in %): A (100 – 92), B (91 – 83), C (82 – 74), D (73 – 65), E (64 – 56), Fx (55 and less).

Educational outcomes:

After completing the course, the student will acquire the following knowledge, skills, and competencies:

1. **Knowledge.** Students will acquire the latest theoretical knowledge in selected areas important for interpersonal interactions. Moreover, a student knows the most important scientific approaches and the latest current trends in management. The student will get a comprehensive overview of the core managerial competencies required by business practice today.
2. **Skills.** Students will acquire the prerequisites for leading teams, learn basic conflict resolution procedures, build a structure for conducting effective interviews and meetings, acquire the basics of presentation skills, effective motivation of subordinates and management of the use of their own time.
3. **Professional competencies.** Student acquired orientation skills in a wide range of theoretical approaches to solving practical questions related to communication in the subordinate form of conversation or through work meetings. He/she will learn to interact effectively and assertively with colleagues.
4. **Transferable competencies.** Student will improve his communication skills, and learn to prepare to conduct constructive conversations, both disciplinary and motivational. He/she will improve his/her work in time, learn to share knowledge and accept the opinions of others. Finally, the student will learn to use his/her creative potential more effectively.

Brief content of the subject:

1. The personality of the manager
2. Managerial competences
3. Effective open communication
4. Interpersonal interactions
5. Purposeful coaching
6. Effective management of work meetings
7. Coping with stress and managing the use of one's own time
8. The effective motivation of subordinates
9. Strategic talent management
10. Effective management of teams, group dynamics, and group roles
11. Development of creativity
12. Support for the development of innovative culture

Recommended literature:

Khan, W., Management Skills and Competencies in Business Organizations. 2018.
Winterton, J. – Winterton, R. Developing Managerial Competence: Routledge, 1999.
Nagyová et al. Managerial Communication. SPU, 2011.
Ulrich, D., Smallwood, N. 2013. Leadership Sustainability. Publisher: McGraw-Hill;
Whetten, D. A., Cameron, K. S. 2011. Developing Management Skills. Pearson Education, Inc. Upper Saddle River 2011.
Armstrong, M. – Stephens, T. A Handbook Of Management And Leadership: A Guide To Managing For Results, 2004.

Microeconomics

Ing. Martina HUDECOVÁ, PhD.

Conditions for completing the subject:

The condition for admission to the exam is participation in lectures and seminars and the preparation of assignments during the semester according to the lecturer's instructions.

In the case of an individual study plan, a minimum of 50% participation in lectures and seminars and the preparation of assignments are required for admission to the written exam.

Intermediate assessment at 20% within active participation in classes, 30% intermediate test and final test at 50% of the overall evaluation. The classification level will be determined based on the scale (in %): A (100 – 92), B (91 – 83), C (82 – 74), D (73 – 65), E (64 – 56), Fx (55 and less).

Educational outcomes:

- 1. Knowledge:** Student who completes the course can describe how output and price are determined in imperfect, monopolistic and perfectly competitive markets, can identify profit-maximizing production levels using cost and revenue curves, and can explain factors causing changes in supply and demand and changes in the quantity offered and demanded. Moreover, students will understand the concept of elasticity of demand, explain the issue of price regulation in a market economy, distinguish between different concepts of total, average and marginal costs, and distinguish between total and marginal income. Finally, student will understand how businesses determine the price, and what resources they will use to produce goods.
- 2. Skills:** Student can connect basic economic theory and principles with current microeconomic problems and evaluate the related public policy, can use economic models to analyse the situation from the point of view of the economy, and can interpret tables, and graphs. Finally, students will improve both independent work and group work.
- 3. Professional competencies:** Student acquires the ability to navigate a wide range of theoretical approaches to solving practical questions related to consumer decision-making and company production. A student is oriented in the basic terms, principles and models, understands the wider social consequences of economic decisions and is able to apply the acquired knowledge within other professional subjects within the study.

4. Transferable competencies: Student will develop communication competencies, the ability to organise and plan work, the ability to apply strategic and conceptual thinking, and the ability to make decisions and take responsibility, he/she has mastered his/her work in time, he/she will develop digital literacy, and can rationally evaluate the progress and results performed activities.

Brief content of the subject:

1. Market and market mechanism
2. Price elasticity of demand
3. Consumer behaviour
4. Production and cost analysis in the short-term
5. Long-term production and cost analysis
6. Income, profit and optimum company
7. The company in an environment of perfect competition
8. Equilibrium in a perfectly competitive market
9. Specific features of companies in the market of imperfect competition
10. The market of production factors
11. Perfect competition
12. Imperfect competition

Recommended literature:

MANKIW, N., G. Principles of Microeconomics: Cengage Learning: 2017.
FRANK, R., H. – BERNANKE, B., S. Principles of Microeconomics: McGraw-Hill, 2008.
DIXIT, A. Microeconomics: a very short introduction: Oxford University Press, 2014.
MACDONALD, D. – GREENLAW, S. Principles of Microeconomics. Lightning Source, 2023.
VARIAN, H. L. Intermediate Microeconomics: A Modern Approach, W.W. Norton & Company, 8th edition, 2010

Gastronomy and Nutrition

Mgr. Marek ŠTOSEL, PhD.

Conditions for completing the subject:

The condition for passing the course is:

- a. active participation in lectures and seminars
- b. elaboration and presentation of the seminar assignment
- c. written exam

In the case of an individual study plan, the condition for passing the subject is active participation in lectures and seminars in of the scope of at least 50%, elaboration of a presentation of the seminar assignment a written exam.

100% final assessment – 60% written exam, 40% preparation and presentation of the seminar assignment. The classification level will be determined based on the scale (in %): A (100 – 92), B (91 – 83), C (82 – 74), D (73 – 65), E (64 – 56), Fx (55 and less).

Educational outcomes:

After completing the subject, the student will acquire the following knowledge, skills, competences:

1. **Knowledge:** The students will have basic knowledge of Department of Gastronomy and eat, understands their role and importance for tourism and hotel industry. Students will have knowledge about native of the main world gastronomy, about trends in connections within the development of areas of catering, hotel industry and tourism. Continuity on multiculturalism will have knowledge about gastronomic traditions in the world. At the same time, students will have knowledge related to legislation for the field of business in gastronomy and their problem in conditions of SR, respectively v connections with pandemic.
2. **Skills:** Acquired knowledge and the student will be able to apply the knowledge to work out assignment's seminar project on the chosen topic.
3. **Professional competences:** The students will be able to use the acquired knowledge in the study of other professional subjects within the study, as well as be ready to apply the acquired knowledge in practical activity after graduation.

4. **Transferable competences:** The student of the subject acquires/consolidates civic competences, organizing and planning work, principles teamwork, communication skills, digital literacy or cultured and professional written and oral speech.

Brief outline of the subject:

1. Gastronomy - basic terms, historical development of gastronomy in above native i in the native context.
2. Raw materials and foods of plant origin (cereals, legumes, oilseeds, potatoes, sugar beets, sweeteners, fruit and vegetables) in gastronomy.
3. Raw materials and food of living origin (milk, meat, eggs, honey...) in gastronomy.
4. Appetizers and terms in gastronomy, foods for the preparation of roads, types of roads and their use in gastronomy.
5. Heat treatment (cooking, baking, stewing, frying) and its effect on prepared food/dishes, basics of cold cuisine.
6. Technological devices in gastronomy.
7. European and world gastronomy (French, Chinese, Japanese, Indian, Italian, Mexican, Austrian, Czech, Arabic...), regional gastronomy.
8. New trends in gastronomy (experiential gastronomy, molecular gastronomy...)
9. Gastronomic rules - rules for preparing meals and terms, service systems
10. Business in gastronomy - regulations and legislation
11. Healthy eating and principle of proper nutrition
12. Differentiated meals - meals for children, youth, adults, people in higher and advanced age, feeding the sick

Recommended reading:

Fišera, M. a col. (2017): Gastronomy, selected chapters, EAN 9788086380780.
Habánová, M., Habán, M. (2016): Food preparation and catering. ISBN 978-80-552-1585-3.
Horváthová, V., Nováková, R. (2020): Reducing the salt content in food as a tool for the prevention of civilization diseases. In: Food safety and control: collection of papers from the XVII. scientific conference with international participation ISBN 978-80-552-2168-7.
Paveleková, I., Peterková, V., Fančovičová, J., Trnka, A.: Basics of healthy nutrition. (available at <https://docplayer.gr/45264765-Zaklady-zdravej-vyzivy-ivona-pavelekova-viera-peterkova-jana-fancovicova-alfred-trnka.html>).
Šenková, A. (2010): General gastronomy. ISBN 978-80-555-0171-0.

Management of Information Systems in Tourism and Hotel Industry

Mgr. Marek ŠTOSEL, PhD.

Conditions for completing the course:

The condition for admission to the exam is attendance at lectures and exercises and the preparation of assignments during the semester according to the teacher's assignment.

In the case of an individual study plan, a minimum of 50% participation in lectures is required for admission to the written exam and exercises and the preparation of assignments according to the assignment of the teacher.

100% final assessment – 80% written exam, 20% assignment processing. The classification level will be determined based on the scale (in %): A (100 – 92), B (91 – 83), C (82 – 74), D (73 – 65), E (64 – 56), Fx (55 and less).

Educational outcomes:

After completing the subject, the student will acquire the following knowledge, skills, competences:

1. **Knowledge:** The students acquire basic concepts from issues of management of information systems in tourism and hotel industry. The students know and understand the tasks associated with management of information systems throughout the IS life cycle.
2. **Skills:** The students can analyze information needs at different levels of management. The students can solve tasks related to by choosing, by updating the IS.
3. **Professional competences:** The students are professionally qualified to solve practical tasks in areas of introduction, application and of IS management in tourism and hotel industry. The students are able to apply the acquired knowledge within the bachelor's thesis or semester projects. The students are ready to apply the acquired knowledge in practical activity after graduation.
4. **Transferable competences:** The students of the subject acquire communication skills, analytical skills, the ability to solve problems, organize and planning work in time.

Brief outline of the subject:

1. Information management - basic terminology
2. Tasks a functions of information management
3. Information management in relation to other areas of management in the organization
4. Information culture and information behavior
5. Tactical and operational level of information management
6. Strategic level of information management
7. IS management in organizations
8. Digitization in tourism and hotel industry
9. Services in areas of ICT in tourism and hotel industry
10. IS innovations, defining IS requirements in tourism and hotel industry
11. Selection of an IS I supplier.
12. Selection of an IS supplier II.

Recommended reading:

Gajdošík, T. – Gajdošíková, Z. – Marčeková, R. Information technologies in tourism. 2017. Bratislava: Wolters Kluwer, 2017. ISBN 978-80-8168-587-3

Benckendorff, PJ - Xiang, Z. Sheldon, PJ Tourism information technology - 3rd Edition, 2019, Oxfordshire UK: CABI, 2019. ISBN 978-1-78639-343-2

Khatri, I. Information Technology in Tourism & Hospitality Industry: A Review of Ten Years' Publications, 2019, Nepal: NTNU, In: *Journal of Tourism and Hospitality Education*, 2019, p. 74-87. ISSN 2467-9550, Available at: <http://dx.doi.org/10.3126/jthe.v9i0.23682>

Gidumal, JB Impact of Artificial Intelligence in Travel, Tourism, and Hospitality, 2020. Grand Canaria: University of Palmas. In: Springer – Handbook of e-Tourism, 2020, 20 p. ISBN978-3-030-05324-6, Available at: <https://doi.org/10.1007/978-3-030-05324-6>

Talukder, MB et al. Implications of Artificial Intelligence (AI) in the Hotel Industry, 2024, Bangladesh: International University of Business Agriculture and Technology, In: Hotel and Travel Management in the AI Era, 2024. 22 p. ISBN 9798369378984, Available at: <http://dx.doi.org/10.4018/979-8-3693-7898-4.ch017>

Nováčka, L. and others. The present travel allowance traffic in trajectory of the future, 2021. Prague: Radim BAČUVČÍK - VerBuM, 2021, 370 p. ISBN 978-80-88356-05-9

Spálova, L., Štosel, M., Wojciechowski, Ł. P. Application of Virtual and Augmented Reality in the Context of the Development of Art Marketing Communication in the Space of Selected Cultural Institutions. In *European Journal of Media, Art and Photography*, 2023, Vol. 11, No. 1, pp. 108-115, ISSN 1339-4940. Available at : <https://ejmap.sk/application-of-virtual-and-augmented-reality-in-the-context-of-the-development-of-art-marketing-communication-in-the-space-of-selected-cultural-institutions/>

Štosel, M - Spálová, L. Innovative technology in the revitalization of art marketing communication in cultural institutions, 2023. Trnava – FMK UCM. In: Marketing and Media Identity. P. 405 – 415. ISBN 978-80-572-0415-2, Available at: <https://doi.org/10.34135/mmidentity-2023-41>

Informatics

PhDr. Ján GANOBČÍK, MSc.

Conditions for completing the subject:

- According to the teacher's assignment, attendance at lectures and exercises and completing assignments during the semester are conditions for admission to the examination.
- Under an individual study plan, you must attend at least 50% of the lectures and tutorials and complete assignments per the teacher's instructions to be eligible for the written examination.
- 100% final assessment - 80% written exam, 20% assignment processing. Grading level will be determined based on a scale (in %): A (100 - 92), B (91 - 83), C (82 - 74), D (73 - 65), E (64 - 56), Fx (55 and below).

Educational outcomes:

1. **Knowledge.** The student will acquire knowledge in information and communication technologies (ICT) and information systems (IS), emphasising their application in tourism and hotel management. This knowledge will enrich and empower the student, providing an overview of IS at different levels of management, as well as its functions and application in solving managerial tasks.
2. **Skills:** The student will be able to apply selected software products to solve managerial tasks at the tactical and operational levels.
3. **Professional competencies:** The student will be well-prepared to apply the acquired knowledge in practical activities after graduation, demonstrating a solid understanding of the basic principles and relationships between processes in the organisation and IS functions. The student will also be able to apply the acquired knowledge in other professional subjects such as marketing, logistics, innovation management, or semester projects within the study.
4. **Transferable competencies.** The student will acquire communication skills, analytical skills, the ability to solve problems using ICT, and the ability to use and work effectively with information resources. In practical exercises, the student will develop essential digital skills in working with data and information, thereby becoming a versatile and adaptable professional.

Brief content of the subject:

1. Overview of ICT and IS developments
2. Selected software solutions for operational and tactical management level
3. IS focused on the management of basic resources
4. IS focused on customer relationship management
5. IS focused on logistics
6. IS focused on finance, human resources, marketing
7. IS focused on document management and content management
8. E-business in tourism and hotel industry
9. Tourism 4.0
10. IS for the sharing economy
11. ICT and IS legislation
12. ICT and IS security risks

Recommended literature:

- KOZAK, M. – KOZAK, N. (Eds.). 2022. Big Data and Innovation in Tourism, Travel, and Hospitality: Managerial Approaches, Techniques, and Applications. Springer.
- AMIN, S. A. – COBANOGLU, C. 2021. Hospitality Analytics: How to Use Analytics to Improve Guest Experience and Operational Efficiency. Kendall/Hunt Publishing.
- LAW, R. – BUHALIS, D. – COBANOGLU, C. 2014. Progress on information and communication technologies in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 26(5), 727-750.
- XIANG, Z. – SCHWARTZ, Z. – GERDES, J. H. – UYSAL, M. 2015. What can big data and text analytics tell us about hotel guest experience and satisfaction? *International Journal of Hospitality Management*, 44, 120-130.
- BUHALIS, D. – LEUNG, R. 2018. Smart hospitality—Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management*, 71, 41-50.
- BENCKENDORFF, P. J. – XIANG, Z. – SHELDON, P. J. 2019. *Tourism InForma:tion Technology*. CABI. UK. 2019
- IVANOV, S. – WEBSTER, C. 2019. *Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality*. Emerald Publishing.
- KOO, C. – GRETZEL, U. – SIGALA, M. (Eds.). 2020. *The Rise of Smart Cities in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Emerald Publishing.
- MELIÁN-GONZÁLEZ, A. – BULCHAND-GIDUMAL, J. 2021. *Artificial Intelligence in Hospitality and Tourism: A Review and Practical Applications*. CABI Publishing.
- RONG, J. – HUANG, X. 2021. *Smart Tourism: Technologies and Experiences*. CRC Press.

Marketing

PhDr. Ján GANOBOČÍK, MSc.

Conditions for completing the subject:

- According to the teacher's assignment, attendance at lectures and exercises and completing assignments during the semester are conditions for admission to the examination.
- Under an individual study plan, you must attend at least 50% of the lectures and tutorials and complete assignments per the teacher's instructions to be eligible for the written examination.
- 100% final assessment - 80% written exam, 20% assignment processing. Grading level will be determined based on a scale (in %): A (100 - 92), B (91 - 83), C (82 - 74), D (73 - 65), E (64 - 56), Fx (55 and below).

Educational outcomes:

1. **Knowledge:** the student acquires the basic conceptual apparatus of marketing theory, gains an overview of the interaction of the marketing information system and marketing research, and becomes familiar with the essential characteristics of consumer markets and the model of purchasing behaviour of organisations. The student is informed about the structure of the marketing and communication mix, the general valid principles of international marketing and the application of marketing audit processes in practice are explained to the student. The student acquires knowledge about ethics in marketing and the relationship of marketing towards human society.
2. **Skills:** the student can apply fundamental skills in marketing decision-making and implementation of individual marketing activities of the enterprise. The student can use marketing research methods and techniques and conduct analyses of the basic processes of the marketing environment and consumer purchasing behaviour in the market of end consumers, organisations and governments. The student is proficient in working with and applying the basic concepts of marketing terminology, which enhances their sense of knowledge and competence in the field. They can also use their skills to make decisions about the marketing instrumentation of the enterprise.

3. **Professional competencies:** the student can compile a situational analysis of the company and identify the competitive advantage of the company on the market. The student can confidently present the acquired knowledge of marketing and communication activities, and the student can design the company's product, price, distribution and communication strategy, demonstrating their ability to make strategic decisions. The student can navigate new trends in marketing communication and apply the acquired knowledge in the framework of other professional subjects within the study – e.g. Regional marketing. The student is ready to use the acquired knowledge in practical activities after graduation in the marketing management of tourist attractions and hotels, feeling prepared and competent in the marketing management of tourist attractions and hotels.
4. **Transferable competencies:** The student of the subject will acquire communication skills and communication competencies in interaction with the customer. They will be able to analyse and solve problems within the influences of the marketing environment on the company and the customer. They will acquire presentation competences, digital competences and the ability to work in a team. They will be able to make decisions and take responsibility for the implementation of the marketing plan in practice. They will be able to effectively use creative techniques in the creation of campaigns for tourist attractions and hotels, manage complex marketing assignments and draw conclusions from them. These transferable competencies will make the students versatile and adaptable in any marketing role they pursue, preparing them for a dynamic marketing career.

Brief content of the subject:

1. Basic theoretical and methodological foundations of marketing
2. Theories of needs and their application in marketing
3. Purchasing behaviour in end consumer, organisation and government markets
4. Market segmentation process and selection of target customer groups
5. Creating a marketing information system, introduction to marketing research
6. Marketing environment of the company and its impact on marketing planning
7. Marketing mix., product, product strategies, price, pricing strategies, distribution policy, selected types of distribution strategies
8. The essence and tools of marketing communication. Marketing communication on the Internet
9. Extended marketing mix tools

- 10. Marketing audit
- 11. International Marketing
- 12. Ethics in marketing. Social responsibility of marketing.

Recommended literature:

- ARMSTRONG, G. - KOTLER, Ph. – OPRESNIK, M. O. 2019. *Marketing: An Introduction*. London: Pearson, 2019. 680 s. ISBN 978-12-9229-486-5.
- KOTLER, P. - BOWEN, J. T. - MAKENS, J. C. 2021. *Marketing for Hospitality and Tourism* (8th Edition). Pearson.
- MORRISON, A. M. 2022. *Hospitality and Travel Marketing* (6th Edition). Routledge.
- MIDDLETON, V. T. C. - FYALL, A. - MORGAN, M. - Ranchhod, A. 2020. *Marketing in Travel and Tourism* (5th Edition). Routledge.
- BUHALIS, D. (Ed.). 2020. *Tourism Marketing: New Approaches, Technologies, and Experiences*. Springer.
- KUPEC, V. - PÍSAŘ, P. - LUKÁČ, M. - PAJTINKOVÁ BARTÁKOVÁ, G. 2021. Conceptual comparison of internal audit and internal control in the marketing environment. In: *Sustainability*. (13) 12 (2021), 1-18. ISSN 2071-1050.
- KOTLER, Ph. 2013. *Marketing Management*. Praha: Grada Publishing, 2013. 816 s. ISBN 978-80-247-4150-5.
- KOZAK, M. - BUHALIS, D. 2021. The Influence of Online Reviews on Consumer Behavior: Insights from Tourism and Hospitality Research. *Journal of Destination Marketing & Management*, 20, 100–134.
- HUANG, S. - WEI, S. 2020. Tourism Destination Brand Equity: A Review of Definitions, Drivers, and Measurement Techniques. *Journal of Travel Research*, 59(1), 43-56.
- MARTIN, J. C. - ROMÁN, C. - GARCÍA, F. 2020. Innovative Tourism and Smart Destinations: Opportunities and Challenges. *Tourism Management Perspectives*, 35, 100645.
- BUHALIS, D. - AMARANGGANA, A. 2015. Smart Tourism Destinations. *Information and Communication Technologies in Tourism*, 553-564.
- STŘÍTESKÝ V. a kol. 2023. *Marketing management*. Praha: C.H. Beck, 2023, 552 p. ISBN 978-80-7400-897-9.

Introduction to Law

JUDr. Ing. Tomáš MALATINEC, PhD.

Conditions for completing the subject:

The condition for admission to the exam is attendance at lectures and exercises, as well as the completion of assignments during the semester according to the lecturer's guidelines.

In the case of an individual study plan, the condition for admission to the written exam is at least 50% attendance at lectures and exercises, as well as the completion of assignments according to the lecturer's guidelines.

100% final assessment – 100% written exam. The grade will be determined based on the following scale (in %): A (100 – 92), B (91 – 83), C (82 – 74), D (73 – 65), E (64 – 56), Fx (55 and below).

Educational outcomes:

After completing the course, the student will acquire the following knowledge, skills, and competencies:

1. **Knowledge:** The student will acquire basic knowledge of law as a pedagogical and scientific discipline, become familiar with the basic terminology needed to understand and study further legal subjects, and master the key terminology necessary for understanding the functioning of public and private law systems. The student will gain fundamental knowledge of the historical development and creation of key legal institutions in both public and private law, obtain an overview of the basic aspects of substantive and procedural law sectors and their significance, and become acquainted with the dominant areas of public and private law in more detailed descriptions, including mastering key concepts. The student will also gain knowledge of the interconnection between different legal sectors and the relationships between them, gain knowledge of the main public-political authorities, as well as law enforcement bodies, and their basic competences. The student will learn to understand the differences and specifics of various legal sectors in both public and private law.

2. **Skills:** The student will understand the purpose and utility of law as a set of behavioral rules, without which life in society would be inconceivable and the absence of which would lead to the breakdown of society and the state. The student will understand the key principles and rules applied in the various branches of public and private law. They will be able to think creatively and comprehensively about law as a whole, in terms of its reasons for existence, its purposes, and its objectives. The student will be able to identify possible scenarios for solving legal problems, not only in professional life but also in private life, based on the principles of public and private law. The student will be able to decide on the application of the relevant source of law while recognizing potential obstacles to solving legal problems. They will be capable of identifying, analyzing, and assessing the different aspects of the legal problem-solving process using selected examples and will see law not only in theoretical terms but also in practical legal application.
3. **Professional Competencies:** The student will have acquired basic theoretical legal knowledge suitable for use in public administration practice. They will be able to decide on the application of relevant legal provisions in problematic situations and find the current version of legal regulations. By solving case studies focused on specific lecture topics, the student will gain the ability and skills to use basic legal regulations from both public and private law. The student will be able to analyze specific model situations and decide on the further course of their legal resolution, while being able to propose and evaluate the most basic scenarios for solving legal problems. The student will be able to apply the knowledge and skills acquired during professional practice in organizations, will have mastered the basic skills of working with scientific and professional literature, and will possess the knowledge and skills necessary for all other specialized subjects during their studies.
4. **Transferable Competencies:** The student will develop skills in organizing and planning processes, will be able to make decisions and take responsibility, gain legal thinking, develop analytical thinking, and refine both written and oral communication in a professional and cultivated manner.

Brief content of the subject:

1. Introduction to Constitutional Law – the constitution and its significance, basic human rights and freedoms

2. Introduction to Constitutional Law – the system of state authorities and their competences
3. Introduction to Administrative Law – public administration, the system of public administration bodies
4. Introduction to Administrative Law – administrative offenses, administrative proceedings and their principles
5. Introduction to Criminal Law – criminal liability, criminal offense, penalties, criminal proceedings and their principles
6. Private Law – principles of its functioning, differences from so-called public law
7. Introduction to Civil Law – legal acts, prescription and statute of limitations, property law, family law
8. Introduction to Civil Law – inheritance, types of contracts, civil litigation and its principles, enforcement proceedings
9. Introduction to Commercial Law and Intellectual Property Law – entrepreneurship and forms of business, commercial companies and cooperatives, and conditions for their establishment, trade licenses
10. Introduction to Commercial Law and Intellectual Property Law – copyright, industrial rights (invention, utility model, trademark, design, know-how, topography of semiconductor products)
11. Introduction to Labor Law – establishment and termination of employment, vacation, agreements on work outside of employment, liability for damages
12. Introduction to Labor Law – basic provisions of social security law

Recommended literature:

HAGE, J., WALTERMANN, A., AKKERMANS, B., *Introduction to Law*. Springer Cham, 2017. 140 p. ISBN 978-3-319-57251-2.

BORCHARDT, K.D. *The ABC of EU Law*. Luxembourg: Publications Office of the European Union, 2023. 397 p. ISBN 978-92-76-10145-1.

MALATINEC, T., MARIŠOVÁ, E., & GREŠOVÁ, L. (2015). *EU vision of sustainable agriculture, land use, forestry and management of natural resources – level of the Slovak state administration convergence to the EU requirements*. In International Journal of Sustainable Development & World Ecology, 23(3), 257–265. DOI: /10.1080/13504509.2015.1117994.

Ethics

JUDr. Ing. Tomáš MALATINEC, PhD.

Conditions for completing the subject:

The condition for admission to the exam is attendance at lectures and exercises, as well as the completion of assignments during the semester according to the lecturer's guidelines.

In the case of an individual study plan, the condition for admission to the written exam is at least 50% attendance at lectures and exercises, as well as the completion of assignments according to the lecturer's guidelines.

100% final assessment – 80% written exam + 20% project. The grade will be determined based on the following scale (in %): A (100 – 92), B (91 – 83), C (82 – 74), D (73 – 65), E (64 – 56), Fx (55 and below).

Educational outcomes:

After completing the course, the student will acquire the following knowledge, skills, and competencies:

- 1. Knowledge:** The student will orient themselves within the field of study and the terminology related to applied ethics in management. They will be familiar with the most significant approaches to the history of ethical thinking, as well as the latest contemporary trends in the development of professional ethics. The student will acquire a basic conceptual framework regarding ethical management tools and will gain an overview of key issues in the practical application of ethics.
- 2. Skills:** The student is able to apply basic ethical tools in practice. They are capable of independently assessing fundamental ethical principles within a specific organization and proposing improvements in the form of modern ethical tools.
- 3. Professional Competencies:** The student is professionally qualified to conduct an analysis of the ethical environment of an organization and to propose improvements. They are able to create an ethical code tailored to the needs of the organization.

- 4. Transferable Competencies:** The student will develop communication skills and analytical abilities in the area of managerial ethics, as well as the capability to address problems related to ethical dilemmas. They will be able to effectively utilize creative techniques in ethical decision-making and working with people. Cultivated conduct and flexibility in thinking (adaptability, flexibility, improvisational skills) are also important for the application of ethics in practice.

Brief content of the subject:

1. What is Ethics and Morality: Basic concepts and definitions. Types of ethics. Functions and structure of morality. The significance of ethical thinking in both individual and societal dimensions.
2. Freedom and Responsibility: The relationship between freedom and limitations. Deterministic theories and their constraints. Utilitarianism, consumerism, contemporary forms of unfreedom.
3. Structure of Human Action: Moral action and choice. Stages of human action. Conscience. Evaluation of actions and ethical dilemmas in practice.
4. Professional Ethics: Its definitions, objectives, methods, and types.
5. Managerial Ethics: Its definition, objectives, and methods. Ethics of leaders (executives). Characteristics of a manager from an ethical perspective.
6. Ethics and Ecology: Environmental ethics and its importance.
7. Social Responsibility of Businesses and Individuals: Ethics versus economics and the social area of ethical application in practice.
8. Traditional Tools of Ethical Management: Ethical code.
9. Modern Tools of Ethical Management.
10. Ethics and Science: Ethics and scientific-technical progress. Ethics and globalization, directions for the future.

Recommended literature:

DRIVER, J. *Ethics - The Fundamentals*. John Wiley and Sons Ltd, 2006, 192 p. ISBN 9781405111546.

DATHE, T., DATHE, R., DATHE, I., HELMOLD, M. *Corporate Social Responsibility (CSR), Sustainability and Environmental Social Governance (ESG)*. Springer, 2023. 203 p. ISBN 9783030923594.



Univerzita sv. Cyrila a Metoda v Trnave
Inštitút manažmentu
Námestie Jozefa Herdu 2
917 01 Trnava

BELAS, J., BALCERZAK, A.P., DVORSKY, J., ŠTREIMIKIS, J. *Influencing ESG Perception in SMEs through CSR, Business Ethics, and HRM: An Empirical Study in V4 Countries* In *Amfiteatru Economics*. (26) 2024. p. 532-549. DOI: /10.24818/EA/2024/66/532.
EUROPEAN UNIVERSITY INSTITUTE. *Code of ethics in academic research*. 2022.