

Informačný list predmetu

Akademický rok 2024/2025

Vysoká škola	Univerzita sv. Cyrila a Metoda v Trnave
Fakulta	FMK UCM
Kód predmetu	KMARK/22bdVZME014/22
Názov predmetu	manažment a manažérske zručnosti
Rozsah	2P
Počet kreditov	4
Vyučujúci	Mgr. Lenka Labudová, PhD. (prednášajúci)

Podmienky na absolvovanie predmetu

During the semester, 2 absences are allowed. For students with an individual study plan, a minimum attendance of 50% is required for lectures.

A student can earn a total of 60 points, which represents 100%. These points are divided into 2 sections:

Presentation - 20 points

Final exam - 40 points

To successfully complete the course, a student must earn a minimum of 56% of the points, which is equivalent to 34 points out of 60.

The final grading scale is as follows:

100% - 92% = A

91% - 83% = B

82% - 74% = C

73% - 65% = D

64% - 56% = E

55% and less = FX

Výsledky vzdelávania

Students will have a firm grasp of the introductory concepts covered in the course, including practical information, key terminology, and foundational topics.

They will understand the dynamic relationship between management and marketing and be able to apply basic management principles to marketing scenarios.

Students will develop the skills necessary for effective decision-making and strategic planning in a management context.

They will gain expertise in organizing and staffing within a management framework, enabling them to create and manage efficient organizational structures.

Students will learn the art of managing people, including the essential characteristics of successful managers.

Stručná osnova predmetu

Introduction Lesson

Basic Concepts in Management

Decision Making and Planning in Management

Decision Making and Planning in Management (practical tools for DM and Planning)

Organizing and Staffing in Management

Managing People and Managerial Characteristics

Managing People and Managerial Characteristics

Control and Feedback

Preparation of presentations

Presentations

Presentations

Odporúčaná literatúra

Zhuo, J. (2019). The Making of a Manager: What to Do When Everyone Looks to You. Portfolio.

Johnson, C. H. (2023). Scaling People: Tactics for Management and Company Building. Stripe Press.

Rybanský, R., Jánošová, D. (2017). Manažment I. FMK UCM Trnava.

Rybanský, R., Jánošová, D. (2016). Manažment a digitálne hry. FMK UCM Trnava.

Rybanský, R., Jánošová, D. (2015). Manažment a marketing. FMK UCM Trnava.