

## **FACULTY OF COMMERCE OF THE UNIVERSITY OF ECONOMICS IN BRATISLAVA**

### **FACULTY HISTORY**

- 1940 The establishment of the former College of Commerce. This can be considered as the predecessor to today's Faculty of Commerce of the University of Economics.
- 1949 The College of Commerce was transformed into the School of Economic Science. The main roles of the university included educating qualified professionals for the various branches of national economy and the development of general and specific economic theory along with business theory. As a result, School of Economic Science was not yet organized into faculties, although an area of specialization in commerce and at the same time the Department of the Economics of Commerce were established.
- 1952 The first student specializing in business studies graduated.
- 1953/54 Under Government Act No. 58/1953 coll., the School of Economic Science was renamed the School of Economics at the beginning of the 1953/54 academic year. At the same time, three faculties were established, including the faculty of domestic commerce and finance.
- 1953 The study specialization called the Economics of Domestic Trade was opened.
- 1955 The department of the Economics of Domestic Trade was established.
- 1959-69 In response to the growing demand, commercial training in all areas and the organizational development of business studies at the department of the Economics of Domestic Trade increased.
- 1969 Under Government Act No. 79/1969 the Faculty of Commerce of the School of Economics took effect.
- 1990/91 Teaching was unified into one program of study called Commercial Engineering which offered the following areas of specialization: Commerce and Marketing, Foreign Trade, Services and Tourism and, as of the 1996/97 academic year, Economic Diplomacy.
- 1991/92 The first center for Bachelor's study at the Faculty of Commerce of the University of Economics was established. The specialization of Business Venture was also approved at this time.
- 1995 The Accreditation Commission, Counselling body of the Government of the Slovak Republic, confirmed the high standards of the pedagogical and research activities of the faculty. As a result of its evaluation, which began in 1995, the Faculty of Commerce received the highest ranking.

### **PROFILE AND STRUCTURE OF THE FACULTY**

- According to its statute, the mission of the Faculty of Commerce is to provide quality education in economics and to operate as highly qualified professionals in the fields of marketing, trade, business venture, international business activities, tourism, hotel services and services, business law and goods quality management. Furthermore, it strives to establish its reputation on the employment market, not only in the region, but also throughout Europe and beyond, to produce professionals to meet the business demands at the university and to provide practical training under university conditions that meets the public interest.
- The faculty prepares professionals for practical training in domestic and international business and production organizations, consulting firms, business and tourism service companies and government institutions relating to all national economic areas in both micro and macroeconomic spheres. Its main mission is to provide students with thorough knowledge and business habits that will enable them to understand the problems and processes related to the market economy, regardless of the subject they will eventually concentrate on.
- The structure of the education plan and course content is constantly being enriched and specified. The demands of today's commercial life have grown and changed and the entire system has remained flexible and varied in order to respond to these changes. In connection with the permanent job market, the anticipated demands of commercial training and the changes in the interests of the students, the course catalogue is constantly being changed and updated. Some of the subjects are taught entirely in foreign languages (French, German, English). This includes recommended reading and examinations.
- The results recently achieved by the faculty were evaluated by the Accreditation Commission which concluded its work in 2001. The evaluations set the foundation of the current and future academic activities at all levels of university study in the accredited areas and programs of study.
- In 2004, the faculty successfully opened a new accredited program which first accepted students in the 2006/2007 academic year.

In the interest of fulfilling its mission, the strategic aim of the faculty is to develop an excellent institution of education and training on the European level. This aim is the result of the long term efforts and orientation of the university directed at the mission, goals and specifics of the faculty.

## **DEPARTMENTS**

- Department of Marketing
- Department of International Trade
- Department of Services and Tourism
- Department of Commodity Sciences and Product Quality
- Department of Business Law
- Department of Business Information Technology

## **FACULTY MANAGEMENT**

### **Dean**

**Prof. Dipl. Ing. Jaroslav KITA, PhD.**

### **Vice Deans**

Vice Dean for Education and the Statutory Representative of the Dean

**Dipl. Ing. Štefan ŽÁK, PhD.**

Vice Dean for Public Relations and Development

**Assoc. Prof. Dipl. Ing. Eva HANULÁKOVÁ, PhD.**

Vice Dean for Research and Doctoral Study

**Assoc. Prof. Dipl. Ing. Valéria MICHALOVÁ, PhD.**

(officially designated to conduct the activities related to research and doctoral study during the period of the maternity leave of Dipl. Ing. Anna Micháľková, PhD.)

Vice Dean for International Relations

**Dipl. Ing. Denisa BÁRÁŇOVÁ-ČIDEROVÁ, MS, MA, PhD.**

## **STUDYING AT THE FACULTY**

System of Study – All three university study programs – undergraduate (Bc.) and graduate (Ing. and PhD.) are offered here.

The Bachelor's program forms the first level of study. The standard length of study is three years and concludes with the successful completion of the final exam and undergraduate diploma paper defense. Graduates from this program receive a Bc. degree. Upon completion of this level of study and fulfillment of the Masters program requirements, students may study for their Masters degree in one of the accredited 2-year study programs.

The standard length of Master's programs is two years and concludes with the successful completion of the final exam and graduate thesis defense. Graduates from this program receive an Ing. degree. Upon completion of this level of study, students may study for their doctoral degree in one of the doctoral study programs. The standard length of study is three years for full time students and five years for part time students and concludes with the successful completion of the final exam and doctoral dissertation defense. Graduates from this program receive a PhD. degree.

The study programs are based on the credit system pursuant to the Proclamation on Credit System Study.

One of the academic priorities of the faculty is the study of foreign languages (French, German, English). The lecturers are qualified educators and professionals from European universities along with full time lecturers from the faculty. The Francophone study program has developed as a result of the long term cooperation between the University of Economics in Bratislava and the Pierre Mendès France University in Grenoble and other French universities, including Aix de Marseille University, Claude Bernard University of Lyon and Marne la Vallée University.

## **Francophone Study Program Structure and Content**

Lessons are conducted exclusively in French. Participants in this program have the opportunity to study at a French university with the aim of completing their diploma paper. Those students who successfully complete the program of study in French, including the diploma paper, receive a certificate signed by the Dean of the University of Economics in Bratislava and the dean or president of the participating French university.

### **Accredited Study Programs**

In 2004 the faculty opened accredited study programs pursuant to Act No. 131/2002 Coll. on universities. They include:

#### **1. Bachelor's Study**

##### **Fields of Study:**

Business Venture

##### **Study Programs:**

- a. Business Activities in Trade and Tourism
- b. Business Activities in Foreign Trade

#### **2. Master's Study**

##### **Fields of Study:**

Trade and Marketing

International Business

Tourism

##### **Study Programs:**

- a. Marketing Management
- b. Trade Management
- a. International Trade
- b. Doing Business in the European Union
- a. Tourism Management

#### **3. Doctoral Study**

##### **Fields of Study:**

Trade and Marketing

Branch and Cross-Sectional Economics

International Business

World Economy

International Economic Relations

##### **Study Programs:**

- a. Marketing and Trade Management
- a. Economics of Trade and Services
- b. Economics of Trade and industry – for doctoral students accepted before 2005.
- a. International Business Management
- a. World Economy  
– for doctoral students  
accepted before 2005.

## **PROFILES OF FACULTY GRADUATES**

### **Bachelor's Study**

#### **Profile of graduates from the Business and Tourism program of studies within the area of Business Venture**

Graduates from this program will be able to analyze problems and possibilities within the business activities of various types of business; in business operations and in the working of business administration, tourism and services graduates will be able to propose solutions and implement them for the optimal functioning of the line of business. They will be qualified to work as business operators, representatives in various lines of business such as experts in business administration and services. They will also be qualified to work as quality and business technologists.

#### **Profile of graduates from the Foreign Business program of studies within the area of Business Venture**

Graduates from this program will be able to master the basics of international business, the principles of doing business in the European Union, the key principles, instruments and information regarding the functioning of foreign business subjects and their business activities. Furthermore, they will be able to propose effective operational and business processes in the area of foreign business activities. They will be qualified to work as members of middle level management teams within organizations conducting foreign business activities and international business activities.

### **Profile of graduates from the Foreign Business program of studies within the area of Business Venture**

Graduates from this program will be able to master the basics of international business, the principles of doing business in the European Union, the key principles, instruments and information regarding the functioning of foreign business subjects and their business activities. Furthermore, they will be able to propose effective operational and business processes in the area of foreign business activities. They will be qualified to work as members of middle level management teams within organizations conducting foreign business activities and international business activities.

### **Master's Study**

#### **Profile of graduates from the Marketing Management program of studies within the area of Trade and Marketing**

Graduates from this program will gain in-depth knowledge in the application of marketing instruments and in the creation of marketing concepts. They will be able to specify, propose and implement comprehensive solutions regarding all elements of the marketing mix. They will be qualified to work as marketing managers and market analysts and market communication specialists who direct the process of change in terms of technology, corporate culture and intra and inter corporation relations as it relates to the development of the market.

#### **Profile of graduates from the Trade Management program of studies within the area of Trade and Marketing**

Graduates from this program will be able to analyze and evaluate complex problems in running business systems. They will acquire knowledge and awareness from the application of quantitative and qualitative units in decision making and in evaluating the behavior of business subjects in the market and from applying new information technology in business. They will be able to operate a wide network of external sources of distributors, wholesalers, end customers, intermediaries and service providers. They will also run business procedures in terms of adapting to the market environment. They will be qualified to work as purchasing managers, product managers and specialists in business, consumer policy and distribution.

#### **Profile of graduates from the International Trade program of studies within the area of International Business**

Graduates from this program will acquire knowledge of emerging indicators for the successful command of general knowledge from international economics and business, strategies and tactics of international commerce, international marketing and from developing trends in specific international markets according to individual commodities. They will be prepared to work as managers involved in international business and other international operations in companies, financial institutions and certain spheres of civil service. They will be qualified to carry out all executive and managerial functions in the pertinent fields.

#### **Profile of graduates from the Doing Business in the European Union program of studies within the area of International Business**

Graduates from this program will be highly qualified economic specialists and will be able to analyze, evaluate and build on their knowledge in the area of business and trade activities within the unified European market. In addition to gaining familiarity with the techniques of foreign trade operations, international payment and financial operations, they will become aware of EU regional policy, EU foreign trade policy and EU legal mechanisms. They will be qualified to assume higher management positions in certain spheres of civil service and international organizations, especially those on the European level.

#### **Profile of graduates from the Tourism Management program of studies within the area of Tourism**

Graduates from this program will be qualified tourism managers who will be able to carry out business and national economic tourism procedures. They will gain knowledge of the economics of tourism, travel agency supervision, tourism marketing and management, tourism law, integration processes in tourism and managerial communications. They will be qualified to work as middle and top managers of travel agencies, regional tourism organizations, state tourism administration and self governing tourism authorities and in tourism and regional development projects and consulting organizations.

### **Doctoral Study**

#### **Profile of graduates from the Marketing and Trade Management program of studies within the area of Trade and Marketing**

Graduates from this program will have a command of research methods within the fields of marketing, market information, the behavior of consumer and business subjects, in addition to having a command of simulation and market resolution verification methods. They will be able to apply scientific approaches in optimal marketing functioning formations, marketing processes and marketing instruments of entrepreneurial subjects.

**Profile of graduates from the Economics of Trade and Services program of studies within the area of Branch and Cross-Sectional Economics**

Graduates from this program will have a command of research methods, interpretation and forecasting skills in macro and microeconomics with an orientation on sector analysis macro-strategies, the management of complex problems and the functioning of companies in macro business and industry, agriculture, the food and forestry economics, transportation, construction, tourism and other services

**Profile of graduates from the Economics of Trade and Industry program of studies within the area of Branch and Cross-Sectional Economics**

This program prepares specialists in the areas of business and services for business and consumer research institutions, top management positions and business management and for leading business divisions of industrial, banking and financial institutions. They will also be qualified to work as market analysts in large business institutions and to assume leadership roles in large business units. This specialization was opened as early as 2004, but the faculty will not apply for further accreditation.

**Profile of graduates from the International Business Management program of studies within the area of International Business**

Graduates from this program will have the ability to carry out all executive and managerial functions in the pertinent areas. They will be familiar with the methods for conducting foreign business and other international operations. They will have the creativity to apply their knowledge in the solution of specific economic problems related to international business activities in the Slovak Republic, master scientific methods in the pertinent research areas and to scientifically analyze problems and devise solutions for specific corporate situations and for adapting to developments in the external economic environment.

**Profile of graduates from the World Economics program of studies within the area of World Economy**

Graduates from this program will have a mastery of scientific methods in the pertinent area of research. They will be able to scientifically analyze problems and devise solutions for specific situations arising within the globalization process in world economics and in the system of international economic relations. They will also be able to bring to bear their knowledge and skills on complex issues of world economics related to current problems underlying ongoing processes intensified by the internationalization of the business life, regionalization, integration, globalization and economic interdependence.

**Profile of Graduates of the International Business Relations program of studies**

This program is aimed at the scientific preparation of its graduates with a personal stress on the content and individual forms and expressions of the internationalization and globalization of bodies in the world economy. Graduates will attain the theoretical fundamentals for the understanding of complicated processes on the internationalization and globalization of international economic relationships and for the practical mastery of its manifestations on the entrepreneurial level. They will be highly qualified experts able to work in supranational corporations, government institutions, non-government organizations and in the academic and scientific spheres. As the Slovak Republic intensifies its participation in European integration structures and world economic institutions, their opportunities to establish themselves in foreign and key world and regional organs and Slovak embassies or offices supporting investment and trade in the Slovak Republic will grow.

This specialization was opened as early as 2004, but the faculty will not apply for further accreditation.

## RESEARCH ACTIVITIES

Description of Activity	Number of Projects	Financial Resources (in SKK) in 2006
Foreign Grants	0	0
ŠPVAV Projects	0	0
VEGA Projects	15	1,656,000
KEGA Projects	1	53,000
Economic Practice Projects	3	1,502,000
MVTS Projects (SR-ČR)	1	36,000
Institutional Grant Projects	5	425,000
MVP other (ESF...)	6	3,414,242
Projects for Young Scientific Employees	6	160,000

## INTERNATIONAL COOPERATION

In 2006 it was proposed that the faculty conclude an agreement with the Evra University in Paris and renew the bilateral agreement with Pierre Mendès France University in Grenoble. The teachers at the faculty also participate in Socrates Program agreements (80) and partnership agreements concluded by the University of Economics. They also participated in several foreign and European Social Fund projects.

Project Title	Project Leader	Project Length
Consumer Citizen Network, thematic group: Global Solidarity 109872-CP-1-2006-1-NO- Erasmus-TN	Ing. Vokounová	2003 – 2006
Consumer Citizen Network 2, thematic group: Global Solidarity 230346-CP-1-2006-1-NO- Erasmus-TN	Ing. Vokounová	2006 – 2009

## CONTACT INFORMATION

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