



**EKONOMICKÁ UNIVERZITA V BRATISLAVE**  

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**UNIVERSITY OF ECONOMICS IN BRATISLAVA**

**B R A T I S L A V A**  
**CAPITAL CITY OF THE SLOVAK REPUBLIC**

A MODERN, DYNAMIC, AND ATTRACTIVE TOWN

WITH A RICH HISTORY

LOCATED ON THE RIVER DANUBE

IN THE VERY HEART OF EUROPE



# THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

## BASIC FACTS

- The University of Economics in Bratislava (UEB), established in 1940 as the Slovak Higher School of Commerce, is one of the most important educational and scientific-research institutions in the Slovak Republic.
- The University provides higher education in the field of economics and business in Bachelor's, Master's and Doctoral programs for full-time and part-time students.
- At present, more than 14,000 students study at the University. As of 2006, it had prepared more than 75,000 graduates.
- Science and research form an integral part of the university's activities. Every year competitions for the best student research projects on the faculty, university, and international levels are organized. The University of Economics in Bratislava is member of EDAMBA (The European Doctoral Programs Association in Management and Business Administration).
- The development of international co-operation with universities, enterprises, and institutions from the whole world is one of the priorities of the University. International mobility is provided under the Erasmus European program and the CEEPUS Central European program. The university cooperates with more than 150 universities from abroad through bilateral ERASMUS agreements, as well as within a framework of other agreements. The cooperation includes student and teacher exchanges, common research projects, publications and participation in scientific conferences and workshops. The University has been involved in many international projects within European Union programs such as TEMPUS, Leonardo da Vinci, Erasmus, the European Social Fund and others.
- The University is a member of various international institutions such as: the EUA – European University Association, the EAIE – European Association for International Education, IUA – International University Association, Magna Charta Universitatum and others.

## FROM ITS HISTORY

- 1940** The private **Slovak Higher School of Commerce** as the first higher education institution of economics and business in Slovakia was established. Its aim was to prepare professionals for the commercial, industrial, and banking spheres.
- 1953** It was renamed as the **Higher School of Economics**.
- 1989** This year saw the beginning of democratic changes throughout Slovak society. This was also reflected in the restructuring of all of the higher education institutions in the country.
- 1992** This year not only brought about a new name – the **University of Economics in Bratislava (UEB)** – but also radical changes in the content and form of study caused by the transformation of the economy upon market principles.
- 2002** The University of Economics in Bratislava underwent an international evaluation carried out by the European University Association.
- 2004** All of the degree programs were accredited in accordance with the Bologna Process.
- 2006** A follow-up European University Association evaluation process took place.

# STRUCTURE OF THE UNIVERSITY OF ECONOMICS IN BRATISLAVA

## FACULTIES

### THE FACULTY OF NATIONAL ECONOMY

<http://nhf.euba.sk>

The Faculty prepares graduates for the banking and insurance sectors and for work as financial economists for financial entrepreneurial activities, economists for comprehensive analytical, prognostic and conceptual work in the national economy and secondary school teachers of economic subjects.

### THE FACULTY OF COMMERCE

<http://of.euba.sk>

The Faculty of Commerce prepares professionals in the area of business and commerce and in international trade for production companies, advisory agencies, services, tourism, and for institutions of state and public administration.

### THE FACULTY OF ECONOMIC INFORMATICS

<http://www.fhi.sk>

The Faculty of Economic Informatics prepares analysts, statisticians, prognosticators, actuaries, designers of information systems, programmers, information system administrators, managers of information units, auditors, controllers and accountants.

## OTHER UNITS

### INTERNATIONAL RELATIONS OFFICE

<http://www.euba.sk/OZV/index.htm>

### INTERNATIONAL PROGRAMS INSTITUTE

<http://www.euba.sk/ump1/index.htm>

### INSTITUTE OF LANGUAGES

<http://www.euba.sk/14-9.php>

### THE FACULTY OF BUSINESS MANAGEMENT

<http://fpm.euba.sk>

The Faculty of Business Management prepares professionals for both middle and top managerial positions for all types of companies, company economists and professionals in the fields of corporate finance, financial markets, international finance and selected fields of law.

### THE FACULTY OF INTERNATIONAL RELATIONS

<http://fmv.euba.sk>

The Faculty of International Relations prepares specialists in international relations and in economic diplomacy for state administration institutions and international, governmental and non-governmental organisations.

### THE FACULTY OF BUSINESS ECONOMICS WITH SEAT IN KOŠICE

<http://www.euke.sk>

The Faculty of Business Economics prepares economists and managers for a wide range of businesses and for state and public administration.

### CENTRE FOR ADVANCED STUDIES

<http://cdv.euba.sk>

### SLOVAK ECONOMIC LIBRARY

<http://www.sek.euba.sk>

### INSTITUTE OF COMPUTING TECHNOLOGY

<http://www.euba.sk/uvt>

## STUDY AT THE UNIVERSITY

In compliance with the Bologna Process and starting in the 2005/2006 academic year, study at all Faculties of the UEB has been organized on the three-level system of tertiary education:

- **1st level – bachelors degree**      3 years; full-time and part-time study; graduates obtain the degree of BA/BS (Bachelor)
- **2nd level – masters degree**      2 years; full-time and part-time study; graduates obtain the degree of **Ing.** (Inžinier) equivalent to **MSc** (Master)
- **3rd level – doctoral study**      full-time study (3 years); part-time study (5 years); graduates obtain the degree **PhD.** (Philosophiae Doctor)

The accredited study programs guarantee the graduate profile through the compulsory subjects. Students can choose additional optional subjects that enable their own specialization. The ECTS credit system of study is applied on all three levels of study. The teaching of subjects is provided by experienced professional lecturers from relevant departments, some of them from abroad.

**Communicative competence in Slovak** is a prerequisite for full-time study for foreign students who study in compliance with international agreements. UJOP UK ([www.ujop.sk](http://www.ujop.sk)) is a specialized institute that provides the teaching of Slovak for academic purposes.

## STUDY IN FOREIGN LANGUAGES

The university offers three **degree programs** for the second level (masters degree) taught in foreign languages:

- **International Finance Management (taught in German)**
- **International Management (taught in English)**
- **Management of Sales (taught in French)**

The university offers also the opportunity to study **selected courses** in the following foreign languages: English, French, German and Russian. Courses in Spanish are being prepared.

The **Study Program in French**, conducted in cooperation with the University of Pierre Mendes France in Grenoble, and the **Study Program in German**, in cooperation with the University of Martin Luther in Halle Wittenberg, allow students to obtain certificates from foreign partner universities.

The Institute of Languages provides **language courses** of English, German, French, Spanish, Russian, Italian, and Slovak for students from abroad.

DEGREE PROGRAMS	BACHELOR PROGRAM	MASTER'S PROGRAM	DOCTORAL PROGRAM
<b>DEGREE PROGRAMS TAUGHT IN SLOVAK LANGUAGE</b>			
<b>Faculty of National Economy</b>			
Teaching of Specialized Economic Subjects	■		
National Economy	■		
Human Resources in Socio-economic Development	■		
Public Administration and Regional Development	■	■	■
Finance, Banking and Investment	■		
Insurance	■	■	■
Banking		■	
Finance		■	
Taxation and Tax Consultancy		■	
Economic Theory and Economic Journalism		■	
Economic Policy		■	
Social Development and Social Policy		■	
Teaching of Specialised Economic Subjects		■	
Theory of Economic Education			■
History of National Economy			■
Economic Theory			■
Economic Policy			■
Forecasting			■
Finance and Banking			■
<b>Faculty of Commerce</b>			
Business Activities in Trade and Tourism	■		
Business Activities in Foreign Trade	■		
Trade Management		■	
Marketing Management		■	
International Trade		■	
Doing Business in The European Union		■	
Tourism Management		■	
Marketing and Trade Management			■
International Business Management			■
Economics of Trade and Services			■
World Economy			■

DEGREE PROGRAMS	BACHELOR PROGRAM	MASTER'S PROGRAM	DOCTORAL PROGRAM
<b>Faculty of Business Informatics</b>			
Accounting	■		■
Business Informatics	■	■	■
Accounting and Business Informatics	■	■	
Managerial Decision-making and IT	■	■	
Accounting and Auditing		■	
Accounting and Financial Management		■	
Operational Research and Econometrics		■	
Acturial Science		■	
Statistical Methods in Economics		■	
Econometrics and Operational Research			■
<b>Faculty of Business Management</b>			
Economy and Corporate Management	■		■
Financial Management	■		
General Management		■	
Production Management and Logistics		■	
Corporate Economy		■	
Corporate Human Resources Management – interdisciplinary study		■	
Management and Economic Valuating – interdisciplinary study		■	
Corporate Financial Management and Accounting		■	
Corporate Finance		■	
Corporate Financial Management			■
<b>Faculty of International Relations</b>			
International Economic Relations	■		■
Economic Diplomacy		■	
<b>Faculty of Business Economics with seat in Košice</b>			
Corporate Financial Management		■	
Business Ventures	■		
Economy and Corporate Management			■
<b>DEGREE PROGRAMS TAUGHT IN FOREIGN LANGUAGES</b>			
International Financial Management (taught in German)		■	
International Management (taught in English)		■	
Management of Sales (taught in French)		■	

## INTERNATIONALES FINANZMANAGEMENT

**GARANT:**  
**STUDIENGRAD:**  
**STUDIENDAUER:**  
**ZU ERREICHENDER HOCHSCHULABSCHLUSS:**  
**PARTNER:**

Prof. Ing. Michal Fendek, PhD.  
zweite  
2 Jahre  
Ing. (Ingenieur) äkquivalent M.Sc. (Master of Science)  
Martin Luther Universität Halle-Wittenberg, Deutschland  
Juristische und Wirtschaftswissenschaftlichen Fakultät

### PROFIL DES ABSOLVENTEN

Das Studium bereitet Studenten auf die Bekleidung leitender Funktionen und die Erfüllung der damit verbundenen anspruchsvollen Manageraufgaben vor und das nicht nur in Produktionsbetrieben, Handelsorganisationen, Finanzinstitutionen, sondern auch in der Staatsverwaltung unter den Bedingungen der Wirtschaftsglobalisierung und Liberalisierung des Außenhandels. Diese Aufgaben stellen die Identifikation von Problemen sowie das Erarbeiten von Lösungen unter Berücksichtigung definierter Anforderungen aus wirtschaftlicher Sicht dar. Die Aktivitäten der Absolventen des Studiengangs, die mit diesen Aufgaben verbunden sind, konzentrieren sich sowohl auf Funktionen wie Versorgung, Produktion und Logistik, Vertrieb, Investitionen und Finanzierung, Rechnungswesen und Kontrolle, als auch auf die Leitung und Organisation der Humanressourcen.

Die Betätigungsfelder der Absolventen dieses Studienganges liegen vor allem im privaten Sektor der Wirtschaft, das bedeutet: Industrie- und Handelsunternehmen, Finanz- und Versicherungswesen, Investitionen und Finanzwesen, Rechnungswesen und außerdem in Unternehmen des öffentlichen Dienstes, in Institutionen der Staatsverwaltung, in Forschungsinstituten und bei anderen Institutionen.

### PFLICHTFÄCHER

Internationale Rechnungslegung, Konzernrechnungslegung, Internationales Marketing, Internationales Management, Kapitalanlage, Controlling, Finanzen und Währung Managemententscheidungsunterstützungssysteme, Bankmanagement, Internationales Finanzmanagement, Betriebliche Finanzwirtschaft, Internationaler Handel, Internationale Finanzierung, Makroökonomik für offene Volkswirtschaften

### VORAUSSETZUNGEN FÜR DAS STUDIUM

- Der Abschluss des Bachelor Studium Fächer im Bereich Allgemeine Betriebswirtschaftslehre und Allgemeine Volkswirtschaftslehre absolvieren.
- Die Ausfüllung des Anmeldeformulars

Informationen über das Aufnahmeverfahren sowie die Bewerbungsunterlagen befinden sich auf der Internetseite:

<http://www.euba.sk/nemeckofonne/index.htm> im Teil Formen des Studiums.

### KONTAKT

✉ Prof. Ing. Michal Fendek, PhD.  
Wirtschaftsuniversität in Bratislava  
Dolnozemska cesta 1, 852 35 Bratislava 5, Slowakei  
📧 [fendek@euba.sk](mailto:fendek@euba.sk)

## INTERNATIONAL MANAGEMENT

PROGRAM GARANTOR:

Prof. Ing. Štefan Slávik, PhD.

LEVEL OF HIGHER EDUCATION:

second

STANDARD LENGTH OF STUDY:

2 years

ACADEMIC DEGREE:

Ing. (Engineer) equivalent to MSc. (Master of Science)

### GRADUATE PROFILE

Graduates of the study program will have a thorough knowledge of corporate management in the international marketplace and international business management.

They will be able to:

- manage large groups of people from different cultural and language backgrounds;
- identify, analyse and evaluate problems and related processes within companies and the international marketplace;
- recommend and implement practical company-wide solutions;
- analyse and evaluate a company's overall performance as a comprehensive system as well as its internal and external parts in dynamic progress;
- track turbulent domestic and international marketplaces from various points of view, especially with regard to other subjects;
- propose and implement logical business policies;
- predict new trends in the marketplace;
- analyse, evaluate and adopt measures with regard to international integration processes and globalization tendencies.

Graduates will be qualified for higher managerial positions in international companies.

### CORE COURSES

Business Information Systems, Corporate Risk, European Union, Financial Management, Human Resources in International Business, International Accounting, International Business, International Financial Management, International Management and Business, International Taxation, International Transport and Logistics, Management Simulations, Organizational Behaviour, Price Decision Making, Project Management, Strategic Management

**COURSE OPENING** September 2007 (academic year 2007/2008)

### ADMISSION REQUIREMENTS

- A university bachelor's degree or higher in management, business economics, economics or cognate studies (business, commerce, finance, travel and tourism, logistics).
- Submission of the application form and related documentation.

**For details and registration information, please consult our website:** [http://www.euba.sk/english/docs/application\\_form.pdf](http://www.euba.sk/english/docs/application_form.pdf)

### CONTACT

- ✉ Prof. Ing. Stefan Slávik, PhD.  
University of Economics in Bratislava  
Dolnozemska cesta 1, 852 35 Bratislava 5, Slovak Republic
- ✉ [slavik@euba.sk](mailto:slavik@euba.sk)  
<http://www.euba.sk/english>

## MANAGEMENT DE LA VENTE

RESPONSABLE DU PROGRAMME:

Prof. Ing. Kita Jaroslav, PhD.

DEGRE D'ÉTUDES SUPÉRIEURES:

deuxième

DURÉ D'ÉTUDES:

2 ans

TITRE ACADÉMIQUE:

Ing. (Ingénieur) équivalent a MSc. (Master of Science.)

PARTENARIAT AVEC L'UNIVERSITÉ FRANÇAISE:

Université Pierre Mendès France de Grenoble

### PROFIL DES DIPLOMÉS

Le programme d'étude permet aux étudiants concernés d'acquérir des compétences transversales par une approche globale de l'entreprise dans les domaines suivants:

- marketing management de la vente,
- la gestion du secteur de vente (par exemple la méthode des sondages, la vente active et autres formes),
- le management de domaines spécifiques (par exemple, la culture dans les relations internationales, le marché interne européen, etc.)
- le domaine linguistique où l'objectif est d'être capable de diriger la vente dans des entreprises internationales dont le champ d'action est le marché intérieur de l'Union Européenne ou le marché extérieur à l'UE.

En même temps, le programme offre de nouveaux outils de gestion à des managers souhaitant évoluer vers des postes dans des entreprises multinationales, alliant réflexion stratégique et management d'équipe. Pour former des managers de la vente, le programme développe les capacités de communication et d'adaptabilité dans un milieu multiculturel et plurilinguistique et facilite l'intégration des étudiants dans des groupes de travail multidisciplinaires.

Les diplômés de ce programme, futurs professionnels de la fonction commerciale, exerceront des fonctions managériales dans les entreprises internationales. Ils auront une position de départ favorable sur le marché du travail international et de leur propre pays.

### MODULES PRINCIPAUX

Achat et vente, Opérations du commerce extérieur, Droit du consommateur et civil, Management de la distribution, Comportement du consommateur, Systèmes informatiques de marketing, Communication marketing, Management de l'entreprise commerciale, Décision de prix en marketing, Analyses de marketing et Prévisions, Théories de consommation et réalités, Mémoire, Culture dans les relations internationales, Anglais des affaires, Economies des Etats de l'Union européenne, Transport international et logistique, Marché intérieur de l'Union européenne, Publicité, Vente active, Initiation au slovaque, Diplomatie économique et protocole diplomatique, Communication interculturelle dans le commerce, Management de la marque

LANCEMENT DU PROGRAMME D'ÉTUDE September 2008 (l'année académique 2008/2009)

### CONDITIONS DE L'ADMISSION DES ÉTUDIANTS

- Diplôme de licence ou diplôme de degré supérieur dans les domaines de l'économie et du management (par exemple économie d'entreprise, commerce, finance, tourisme etc.).
- Fiche d'inscription avec la documentation demandée spécifiée en: [www.euba.sk/master](http://www.euba.sk/master).

### KONTAKT

- ✉ Prof. Ing. Jaroslav Kita, PhD.  
Université d'Economie de Bratislava  
Dolnozemska cesta 1, 852 35 Bratislava 5, Slovaquie
- 📧 [kita@euba.sk](mailto:kita@euba.sk)  
[www.euba.sk/master](http://www.euba.sk/master)

## FACILITIES AND STUDENT LIFE

- The University of Economics in Bratislava is located on a new and modern **campus** in Bratislava (Petržalka). This campus meets all of the demanding requirements that are necessary for teaching and research, as well as for meals and accommodation. Lecture halls, classrooms, laboratories, computer rooms, special language classrooms, library, bookshops, etc. are available for all students.
- The University of Economics in Bratislava provides **accommodations** for its students in several student dormitories situated directly on the campus of the university, just off campus and throughout the city. It is able to house approximately 3,500 students.
- Student **catering** is provided on the campus of the university. There is a self-service dining hall with a wide selection of hot meals, along with several cafeterias and snack bars with fast food, as well as vending machines with hot and cold drinks.
- **The Buddy system** is a student organisation that helps new students from abroad to become acclimated to life in Bratislava.
- **The university sports club EKONÓM** provides recreational and sporting activities (ball games, tennis, hockey, karate, swimming, skating, aerobic, etc.) in residential and other sports facilities. Many of the University's students have won renown in international sporting events.

## FOR INFORMATION ABOUT DEGREE PROGRAMS IN FOREIGN LANGUAGES

- ✉ International Programs Institute  
University of Economics in Bratislava  
Dolnozemská cesta 1/b  
852 35 Bratislava  
Slovak Republic
- ☎ +421 (2) 672 951 65
- 📞 +421 (2) 544 181 34
- ✉ [galanova@euba.sk](mailto:galanova@euba.sk)

## FOR OTHER INFORMATION

- ✉ International Relations Office  
University of Economics in Bratislava  
Dolnozemská cesta 1/b  
852 35 Bratislava  
Slovak Republic
- ☎ +421 (2) 672 951 91  
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- ✉ [pavel.lascek@euba.sk](mailto:pavel.lascek@euba.sk)





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