

COURSE DESCRIPTION

University: <i>School of Economics and Management in Public Administration in Bratislava</i>	
Department: Department of Small and Medium Entrepreneurship	
Code:	Course name: Business Economics
Type, extent and method of instruction: 2 h lecture and 2 hours seminar / week, face-to-face method	
Number of credits: 5	
Study degree: Bachelor	
Prerequisites:	
Course completion conditions: Semestral (midterm exam) text – 25 points, written exam - together 75 points.	
Course aims: The goal of the subject is to provide a systematic set of knowledge on the importance and nature of business and the position of a company in a market economy, its characteristics and the area in which it operates and the objectives set. The background of this knowledge is created by the legal forms of enterprises. A special area is the analysis of life cycle phases of a business and its legal forms. For completing the course a student should at the same time acquire the basic knowledge in the field of business property and its position and activity in an enterprise, as well as processes of HR management and remuneration. An important part of the knowledge base are the tools of business management evaluation such as costs, prices, financial results of a company and selected problems of its financial management.	
Brief outline of the course: <ol style="list-style-type: none"> 1. The background of business, the concept and the role of an entrepreneur. 2. The position of a company in a market economy. Business environment, its nature and structure. 3. Corporate objectives, factors and nature of their formation, classification of targets based on the selected criteria. 4. Business typology and its basic criteria for the classification. 5. The legal forms of enterprises. 6. The life cycle of a company and its phases. 7. The role of human resources and system of their remuneration. Labour productivity. 8. Business assets. Non-current assets of a company, their types, depreciation and valuation. 9. Current assets of a company, their life cycle and turnover. 10. Business costs and their classification based on the selected criteria and importance of their controlling. 11. Business finance. The financial objectives and financial planning. 12. The financial results of a company and their allocation. Cash flow of a company. 	
Recommended literature: International Business / Alan M. Rugman; Simon Collinson. Harlow : Pearson Education Limited, 2012. - 765 p. ISBN 978-0-273-76097-9. Skills for Business Studies : Intermediate. - Business Result / Louis Rogers. Oxford : Oxford University Press, 2012. - 78 p. - ISBN 978-0-19-473947. Business environment in a global context / Andrew Harrison. Oxford : Oxford University Press, 2010. - 394 p. ISBN 978-0-19-921400-6. The Business Environment of Europe : Firms, Governments, and Institutions. Cambridge : University Press, 2014. - 345 p. - ISBN 978-0-521-69416-2. Business Environment in a Global Context / Andrew Harrison. Oxford : Oxford University Press, 2014. - 399 p. - ISBN 978-0-19-967258-5. International Business / Mike Peng; Klaus Meyer. Andover : Cengage Learning EMEA, 2016. - 606 p. ISBN 978-1-4737-2264-4.	

Ethical leadership in Slovak business environment / Anna Remišová. Praha : Wolters Kluwer, 2016.
- 152 p.

The Business Environment : Themes and issues in a globalizing World / Paul Wetherly. Oxford :
Oxford University Press, 2018. - 501 p. ISBN 978-0-19-873992-0.

Language of instruction: *English*

Notes: