

## **Bachelor topics for 2010/2011 academic year**

### **Place of Study: Bratislava**

#### **Topic: Funding opportunities for SMEs.**

- the importance of SMEs and their role in the economy of the state,
- the structure of the financial resources of SMEs in Slovakia,
- financial-economic analysis of the company as a basis for decisions on the financial resources of SMEs.

Supervisor: Doc. Ing. Irina Bondareva, PhD.

#### **Topic: Business plan for establishing a small business.**

- importance and role of the business plan to establish a small business,
- steps in developing a business plan,
- characteristics of the selected company,
- business plan for establishing a small business,
- assessing business performance.

Supervisor: Doc. Ing. Irina Bondareva, PhD.

#### **Topic: Business plan as a basis for obtaining financial resources of the firm.**

- importance and role of the business plan,
- steps in developing a business plan,
- characteristics of the selected company,
- possibilities of financing,
- business plan as a basis for obtaining financial resources of the firm.

Supervisor: Doc. Ing. Irina Bondareva, PhD.

#### **Topic: Analysis of the financial structure of the enterprise.**

- characteristics of funds business,
- objective and tasks of financial analysis and capital structure of the business entity,
- analysis of financial and capital structure of the selected company,
- recommendations to the company.

Supervisor: Doc. Ing. Irina Bondareva, PhD.

#### **Topic: Management of tangible business assets.**

- characteristics of tangible business assets,
- objective and task management tangible business assets,
- methods of analysis of the efficiency of fixed assets,
- analysis of the effectiveness of tangible fixed assets selected business entity,
- recommendations to the company.

Supervisor: Doc. Ing. Irina Bondareva, PhD.

#### **Topic: Human resource planning and its position in the company planning**

- process of the human resource planning and its position in the company planning,
- plan of human resource activities and a plan of the personal development.

Supervisor: Doc. Ing. Pavel Herzka, PhD.

**Topic: Analysis of job activities and job positions**

- fundamental tasks of the analysis,
- information for the analysis and its sources,
- analysis of job positions and the application of its results.

Supervisor: Doc. Ing. Pavel Herzka, PhD.

**Topic: Ethics in the managerial work**

- development of opinions and the current conception of ethics in the managerial work,
- selected rules for the working contact with a manager,
- corporate culture.

Supervisor: Doc. Ing. Pavel Herzka, PhD.

**Topic: Effective manager**

- management of the manager's personal time,
- conditions and elements of the decision-making,
- formation of the working team.

Supervisor: Doc. Ing. Pavel Herzka, PhD.

**Topic: Strategic thinking in the manager's work**

- strategy – an inevitable condition of the company development,
- conditions, attributes and solutions in processing of the corporate strategy,
- enforcement of the corporate strategy,
- evaluation of the corporate strategy.

Supervisor: Doc. Ing. Pavel Herzka, PhD.

**Topic: The impact of corporate culture on enterprise development**

- corporate culture and its elements
- development and the level of corporate culture
- relationship of corporate culture and human resource management

Supervisor: Doc. Ing. Pavel Herzka, PhD.

Consultant: Ing. Alexandra Turáková

**Topic: Position of calculations in the production process**

- definition of elementary terms (e.g. calculation, calculation unit, etc.),
- calculations importance in the production companies,
- utilization of calculations.

Supervisor: Doc. Ing. Jana Kajanová, PhD.

**Topic: Factors influencing the decision-making in entrepreneurial subjects**

- internal factors influencing the decision-making,
- external factors influencing the decision-making.

Supervisor: Doc. Ing. Jana Kajanová, PhD.

**Topic: Contribution of an accounting to the effective management of entrepreneurial subjects**

- characteristics of an accounting,
- management of entrepreneurial subjects,
- accounting importance for the management.

Supervisor: Doc. Ing. Jana Kajanová, PhD.

Topic: **Costs as a key competitive advantage**

- definition and cost classification,
- cost management,
- creating of the competitive advantage.

Supervisor: Doc. Ing. Jana Kajanová, PhD.

Topic: **Budget tasks and functions**

- budgeting, its tasks and functions,
- budget importance.

Supervisor: Doc. Ing. Jana Kajanová, PhD.

Topic: **Concepts and principles of quality management**

- quality management and its importance in the market
- principles of effective quality management systems
- TQM
- ISO 9000

Supervisor: Ing. Jana Plchová, PhD.

Topic: **The human factor in management**

- technical and social subsystems of company
- entropy in management and its measurement
- 5 levels of energisation and stability
- using of energisation strategies in human resource management

Supervisor: Ing. Jana Plchová, PhD.

Topic: **Use of costs in decision process of firm**

- principles and creation of costs in firm
- classification of expenses and its use in practice
- costs and information system business
- ways to reduce costs

Supervisor: Ing. Jana Plchová, PhD.

Topic: **Price as part of marketing mix**

- price in terms of economic theory
- price as a tool of marketing mix
- cost-based pricing, value-based pricing, competition-based pricing
- pricing strategies for the various stages of product life cycle

Supervisor: Ing. Jana Plchová, PhD.

Topic: **Business Plan**

- functions of the business plan
- structure of business plan
- marketing approach
- financial plan
- a practical example of compiling a business plan

Supervisor: Ing. Jana Plchová, PhD.

Topic: **Bank system of the Slovak Republic**

- National Bank of the Slovak Republic,
- operation of commercial banks,
- development of the bank system.

Supervisor: Ing. Monika Zatrochová, PhD.

Topic: **Financial investments**

- definition of the term of investments,
- system of investments,
- allocation of financial investments in the investment process,

Supervisor: Ing. Monika Zatrochová, PhD.

Topic: **Development, action and utilization of strategies in the entrepreneurial activity in the**

**Slovak Republic**

- concept of the strategy,
- development of strategies,
- up-to-date methods of the utilization of strategies in the company practice.

Supervisor: Ing. Monika Zatrochová, PhD.

Topic: **Vision and mission of the entrepreneurial activity in the Slovak Republic**

- definition of the concept of vision,
- definition of the concept of mission,
- interconnection of visions and the mission within the entrepreneurial activity.

Supervisor: Ing. Monika Zatrochová, PhD.

Topic: **Financial market and prerequisites of its development**

- definition of the financial market,
- determination of the financial market's mission in the Slovak Republic,
- general financial market's mission within the worldwide scale.

Supervisor: Ing. Monika Zatrochová, PhD.

## **Place of Study: Humenné**

### **Topic: Financial managing – company financial policy**

- financial managing – company financial policy,
- financial needs and financial resources of company,
- financial structure.

Supervisor: Doc. Dr. Ing. Milan Majerník

### **Topic: Financial managing of the company – financial analysis**

- financial analysis as technique of financial managing of the company,
- analyses of company's financial situation ,
- financial analyses indexes.

Supervisor: Doc. Dr. Ing. Milan Majerník

### **Topic: Financial managing of the company - controlling**

- enterprise controlling as technique of financial managing of the company,
- segments of controlling,
- controlling methods and tools.

Supervisor: Doc. Dr. Ing. Milan Majerník

### **Topic: Obtaining of the financial sources for the enterprises of the small and medium companies.**

- definitions of small and medium enterprises by ES,
- determination of small and medium enterprises at national economy, law aspects MSP,
- financial sources – for the small and medium enterprises.

Supervisor: Doc. Dr. Ing. Milan Majerník

### **Topic: Price calculation in condition of market economy.**

- price calculation – methods of calculation,
- pricing,
- market economy.

Supervisor: Doc. Dr. Ing. Milan Majerník

### **Topic: The objectivism of price making in industrial company in market economy.**

- price making
- objectivism of price making
- market economy.

Supervisor: Doc. Dr. Ing. Milan Majerník

### **Topic: Distribution of Products into the Distribution network**

- direct and indirect distribution channel
- distribution network
- member of distribution

Supervisor: Ing. Pavol Olejník

Topic: **Utilization of cargo-carrying trade in Slovakia**

- carrying trade kinds
- present day situation in Slovakia
- possibilities of improvement situation in Slovakia

Supervisor: Ing. Pavol Olejník

Topic: **Supply chain management**

- formation supply chain management
- supply chain procedures
- utilization of supply chain in the practice

Supervisor: Ing. Pavol Olejník

Topic: **Employee's motivation**

- Motivation theories
- Motivation tools
- Motivation utilization in the practice

Supervisor: Ing. Pavol Olejník

Topic: **Structural changes in entrepreneurial entities.**

- approval to restructuring,
- participants in restructuring proceedings and enforcement on creditors' claims
- restructuring plan, its approval and confirmation by the court,
- supervisory board/administration.

Supervisor: JUDr. Rudolf Stejskal

Topic: **Unfair competition in business enterprise**

- Generally about unfair competition
- Types of unfair competition
- Legal protection instruments against unfair competition

Supervisor: JUDr. Rudolf Stejskal

Topic: **Work time and rest periods**

- Working time
- Rest periods

Supervisor: JUDr. Rudolf Stejskal

Topic: **Business trades**

- Definition of the business trade license and its use
- Types of the business trade licenses
- Establishment and termination of the business trade license

Supervisor: JUDr. Rudolf Stejskal

Topic: **Marketing Research Management**

- Marketing Information Needs,
- Marketing Information Processing,
- Marketing Research.

Supervisor: Assoc. Prof. PhD. Dušan Špirko, PhD.

Topic: **Character, functions and levels of marketing distributive system**

- Distribution Channels,
- Elements of Distributive Chain,
- Structure of Distributive System.

Supervisor: Assoc. Prof. PhDr. Dušan Špirko, PhD.

Topic: **Public Relations as an instrument of marketing communications**

- Marketing Communication Mix,
- Nature of PR,
- PR Tools.

Supervisor: Assoc. Prof. PhDr. Dušan Špirko, PhD.

Topic: **Marketing and New Products Development**

- New Product in Light of Marketing,
- Marketing Strategies of New Products Development,
- Marketing Strategies in Product Life-Cycle.

Supervisor: Assoc. Prof. PhDr. Dušan Špirko, PhD.