



## MONDO INTERNATIONAL ACADEMY

Mondo International Academy, s.r.o.  
Záhradnícka 60  
Bratislava 821 08

### INFORMATION SHEET

<b>STUDY FIELD:</b> STRATEGIC MANAGEMENT		
<b>CODE:</b> Ext. DSM/L7E		
<b>GUARANTEE:</b> PhDr. Andrej Truschel Ph.D. MBA.	<b>Lecturers:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semesters: 4. Grade: MA.	Form of study: <b>Blended / Distance</b> The total qualifying time is (TQT): <b>1200 hours</b> The total number of hours of supervised education is (GLH): <b>480</b>	<b>ETCS</b> 120
<p><b>Method of evaluation and completion of the course (Blended form):</b></p> <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.</p>	<p><b>Method of evaluation and completion of the course (Distance form):</b></p> <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	

**Aims:**

These qualifications in Strategic Management have been developed to conform to the requirements of the RQF, to meet the requirements of higher education and employers, to meet the needs of learners and to respond to the needs of our centres.

We provide a flexible route for learners who have already achieved management qualifications at a lower level and for learners who do not have business or management qualifications, but may have qualifications in other areas and/or prior management experience in the work place.

These qualifications are designed to provide:

- opportunities for learners to acquire knowledge and understanding and develop a range of skills, personal qualities and attitudes essential for successful performance in working life
- specialisms that are directly related to learners' current responsibilities or that meet a particular interest and support career development
- opportunities for learners who wish to undertake a fulltime course of study leading to an Extended Diploma
- learners with the opportunity to acquire a broader range of knowledge and understanding and to develop the skills they require to work in the field of management.

**Support and Recognition**

On successful completion of a Level 7 Qualification in Extended Diploma in Strategic Management there are a number of progression opportunities.

Learners may progress to:

- an MBA programme and claim exemptions for some of the unit completed
- employment if they are not already in employment

**Guided Learning Hours (GLH)**

The term Guided Learning Hours (GLH) is an estimate of the amount of time, on average, that a tutor, trainer, workshop facilitator etc., will work with a learner, to enable the learner to complete the learning outcomes of a unit to the appropriate standard.

**Rules of combination**

The ATHE Level 7 Extended Diploma in Strategic Management is a 120-credit qualification. To achieve this qualification all learners must complete the five core units and a further three units from the list of optional below. If students are interested in specialization, they have the option of choosing from qualifications; Finance, people management, international marketing.

Learners taking the *Finance Pathway* take two of the five core units and two units from the Finance Pathway.

Learners taking the *Marketing Pathway* take two of the five core units and the two of the three units from the Marketing Pathway.

Learners taking the *Managing People Pathway* take two of the five core units and two units from the Managing People Pathway.

Learners taking the *International Pathway* take two of the five core units and the two of the three units from the International Pathway.

**Subjects of study field:**

<b>Unit Title Mandatory</b>	<b>Credit</b>
Strategic Planning	15
Finance for Strategic Managers	15
Research for Strategic Development	15
Organisational Behaviour	15
Personal Development for Leadership and Strategic Management	15

<b>Unit Title Optional</b>	<b>Credit</b>
International Business Environment	15
Developing Organisational Vision and Strategic Direction	15
International Finance	15
Quantitative Methods	15
Strategic Marketing	15
International Marketing	15
Corporate Communications	15
Human Resource Management	15
Managing Continuous Organisational Improvement	15

**Literature:**

Language in which the subject is taught:  
**Slovak, English, German**

Date of last modification:  
**January / 2021**

**UNIT INFORMATION SHEET**

<b>Code:</b> Ext. DSM/L7E-SP	<b>Unit name:</b> STRATEGIC PLANNING	
Field of study: <b>Strategic Management</b> Mandatory		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> The aim of this unit is to develop the knowledge, understanding and skills necessary to develop an organisational strategic plan		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the foundations for developing organisational strategy</li> <li>- Understand the external environment affecting organisations</li> <li>- Be able to review an organisation's strategy and business plans</li> <li>- Be able to develop strategy options for an organisation</li> <li>- Understand how to create a strategic plan to meet business objectives</li> </ul>		
<b>Literature:</b>		
Language in which the subject is taught: <b>Slovak, English, German</b>	Date of last modification: <b>January / 2021</b>	

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-FSM	<b>Unit name:</b> FINANCE FOR STRATEGIC MANAGERS	
Field of study: <b>Strategic Management</b> Mandatory		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> The learners will develop knowledge, understanding and skills that will enable them to analyse internal and publicly available financial information. This will help to inform strategic decision making.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the importance of financial data in formulating and delivering business strategy</li> <li>- Be able to analyse financial data for an organisation in order to inform strategic decision-making purposes</li> <li>- Be able to evaluate proposals for strategic decisions on capital expenditure in an organisation</li> </ul>		
<b>Literature:</b>		

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-RSD	<b>Unit name:</b> RESEARCH FOR STRATEGIC DEVELOPMENT	
Field of study: <b>Strategic Management</b> Mandatory		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> The aim of this unit is to develop the knowledge, understanding and skills required to carry out research to meet the needs of strategic business management.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Be able to formulate a research proposal relating to strategic business development</li> <li>- Be able to use different research methodologies to gather sufficient and valid data</li> <li>- Be able to present research findings in an appropriate format for a target audience</li> <li>- Be able to evaluate own skills while undertaking research</li> </ul>		
<b>Literature:</b>		

**UNIT INFORMATION SHEET****Code:**  
Ext. DSM/L7E-OB**Unit name:**  
ORGANISATIONAL BEHAVIOURField of study: **Strategic Management**  
Mandatory**GUARANTEE:**  
PhDr. Andrej Truschel Ph.D. MBA**Lectors:**  
Doc. Ing. Dušan Masár. PhD.  
Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE.  
MA. Juraj Imrich LL.M.**Period of study**  
Semester: **1.**  
Grade: **MA.**Form of study: **Blended / External**  
Recommended range of teaching (in hours) per semester: **60****ECTS**  
15**Method of evaluation and completion of the course (Blended form):**

- Quizzes
- Live webinar or Podcast tutorial with a teacher in real time
- E-learning without teacher supervision in real time
- Independent learning without supervision
- Final evaluation: Exam

All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.

**Method of evaluation and completion of the course (Distance form):**

- Supervised induction sessions
- Learner feedback with a teacher in real time
- Supervised independent learning
- Classroom-based learning supervised by a teacher
- Work-based learning supervised by a teacher
- Live webinar or telephone tutorial with a teacher in real time
- E-learning supervised by a teacher in real time
- Final evaluation: Exam

All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.

**Aims:**

The aim of this unit is to help learners develop an understanding of how organisational behaviour, structure, culture, motivation, creativity and leadership impact on an organisation's effectiveness and efficiency.

**Course contents (LO):**

- Understand leadership behaviour theory and practice
- Understand how organisational structures and culture impact on the effectiveness of the organisation
- Understand how organisations can improve employee effectiveness to respond to business opportunities
- Understand how organisations can motivate employees in order to improve their efficiency and effectiveness

**Literature:**

**UNIT INFORMATION SHEET**

<b>Code:</b> Ext. DSM/L7E- PDLaSM	<b>Unit name:</b> PERSONAL DEVELOPMENT FOR LEADERSHIP AND STRATEGIC MANAGEMENT
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Field of study: **Strategic Management**  
Mandatory

<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.
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<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
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<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>
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**Aims:**  
This unit aims to help learners develop their own personal leadership and management skills in the context of the creation and achievement of organisational vision and strategic direction.

**Course contents (LO):**

- Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organisational vision and strategy
- Understand how to develop and communicate organisational vision
- Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organisational vision and strategy
- Be able to reflect on the benefits of personal development in the achievement of personal growth and organisational vision and strategy

**Literature:**



<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-IBE	<b>Unit name:</b> INTERNATIONAL BUSINESS ENVIRONMENT	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> The unit will enable learners to explore the changing international business environment and develop knowledge and understanding of how organisations respond.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Be able to analyse the international business environment</li> <li>- Understand the impact of globalisation and international trade</li> <li>- Understand the international markets in which businesses operate</li> </ul>		
<b>Literature:</b>		

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E- DOVaSD	<b>Unit name:</b> DEVELOPING ORGANISATIONAL VISION AND STRATEGIC DIRECTION	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> To enable learners to improve their knowledge and understanding of how organisations develop vision and strategic direction. The unit may be of particular interest for learners aiming for leadership roles in either private or public sector organisations.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand how to develop an organisational vision and strategic direction</li> <li>- Understand how to communicate the vision and strategic direction to stakeholders</li> <li>- Understand how to implement organisational vision and strategic direction</li> </ul>		
<b>Literature:</b>		

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-IF	<b>Unit name:</b> INTERNATIONAL FINANCE	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> To enable learners to gain an understanding of the role of an international corporate financial manager. The unit will allow learners to consider the importance of International Accounting Standards and the international financial environment for decision making within businesses and organisations. Particular attention is paid to analysing the role of international financial markets in creating opportunities and risks for organisations, especially those operating in a multinational context. Learners will gain experience in assessing strategic options and making appropriate recommendations.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the causes and consequences of the evolution of international accounting standards</li> <li>- Be able to analyse the potential impacts of the international financial environment on decision making</li> <li>- Understand capital requirements and working capital management in an international context</li> <li>- Be able to assess the key issues and approaches to international financial management</li> </ul>		
<b>Literature:</b>		

**UNIT INFORMATION SHEET****Code:**  
Ext. DSM/L7E-QM**Unit name:**  
QUANTITATIVE METHODSField of study: **Strategic Management**  
Optional**GUARANTEE:**  
  
PhDr. Andrej Truschel Ph.D. MBA**Lectors:**  
Doc. Ing. Dušan Masár. PhD.  
Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE.  
MA. Juraj Imrich LL.M.**Period of study**  
Semester: **1.**  
Grade: **MA.**Form of study: **Blended / External**  
Recommended range of teaching (in hours) per semester: **60****ECTS**  
15**Method of evaluation and completion of the course (Blended form):**

- Quizzes
- Live webinar or Podcast tutorial with a teacher in real time
- E-learning without teacher supervision in real time
- Independent learning without supervision
- Final evaluation: Exam

All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.

**Method of evaluation and completion of the course (Distance form):**

- Supervised induction sessions
- Learner feedback with a teacher in real time
- Supervised independent learning
- Classroom-based learning supervised by a teacher
- Work-based learning supervised by a teacher
- Live webinar or telephone tutorial with a teacher in real time
- E-learning supervised by a teacher in real time
- Final evaluation: Exam

All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.

**Aims:**

This unit will enable learners to further develop understanding and skills in the application of quantitative methods appropriate to support decision-taking in organisations.

**Course contents (LO):**

- Understand the types of data which can be used by organisations to monitor and improve their performance
- Be able to analyse and evaluate raw business data to inform decision taking
- Be able to apply a range of quantitative methods to support effective business decision taking
- Be able to report on data and communicate findings to inform decision taking

**Literature:**

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-SM	<b>Unit name:</b> STRATEGIC MARKETING	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> This unit enables learners to develop knowledge and understanding of marketing at a strategic level and how this is applied in practice including developing a marketing strategy.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the principles of strategic marketing</li> <li>- Understand how to carry out a strategic marketing analysis</li> <li>- Understand the role of customer behaviour in marketing strategies</li> <li>- Understand how to develop an implementable strategic marketing plan</li> <li>- Understand how to create a marketing strategy to meet business objective</li> </ul>		
<b>Literature:</b>		

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-IM	<b>Unit name:</b> INTERNATIONAL MARKETING	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> This unit enables learners to understand the requirements of international marketing, in particular, the financial considerations to be taken into account in entering and operating in international markets. Learners will also be able to develop an international marketing strategy and understand the implications and requirements of international marketing communications		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the implications of international marketing for organisations</li> <li>- Understand how to develop an international marketing strategy</li> <li>- Understand the requirements of international marketing communications</li> </ul>		
<b>Literature:</b>		

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-CCS	<b>Unit name:</b> CORPORATE COMMUNICATIONS STRATEGIES	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> This unit will enable learners to develop knowledge and understanding of the importance of corporate communications and the link with corporate objectives. Learners will have the opportunity to develop skills in auditing corporate communications and planning a corporate communication strategy.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the importance of corporate communications</li> <li>- Be able to plan corporate communications audits</li> <li>- Understand the purpose and impact of a corporate communications strategy</li> </ul>		
<b>Literature:</b>		

<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E-HRM	<b>Unit name:</b> HUMAN RESOURCE MANAGEMENT	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turned into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> The aim of this unit is to help learners acquire knowledge and understanding of human resource management strategy and its impact on the efficiency of an organisation.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand the factors affecting human resource management strategies in organisations</li> <li>- Understand how strategic human resource management contributes to the achievement of the strategic plans of organisations</li> <li>- Understand how to prepare human resource management strategies for organisations</li> <li>- Be able to develop a human resource management strategy for an organisation</li> </ul>		
<b>Literature:</b>		



<b>UNIT INFORMATION SHEET</b>		
<b>Code:</b> Ext. DSM/L7E- MCOI	<b>Unit name:</b> MANAGING CONTINUOUS ORGANISATIONAL IMPROVEMENT	
Field of study: <b>Strategic Management</b> Optional		
<b>GUARANTEE:</b>  PhDr. Andrej Truschel Ph.D. MBA	<b>Lectors:</b> Doc. Ing. Dušan Masár. PhD. Jun. Lecturer (Doc.) Ing. Marián Vyžinkár, PhD., MBA, IWE. MA. Juraj Imrich LL.M.	
<b>Period of study</b> Semester: <b>1.</b> Grade: <b>MA.</b>	Form of study: <b>Blended / External</b> Recommended range of teaching (in hours) per semester: <b>60</b>	<b>ECTS</b> 15
<b>Method of evaluation and completion of the course (Blended form):</b>  <ul style="list-style-type: none"> <li>- Quizzes</li> <li>- Live webinar or Podcast tutorial with a teacher in real time</li> <li>- E-learning without teacher supervision in real time</li> <li>- Independent learning without supervision</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that are carried out without the supervision of a trainer, trainer, tutor or other appropriate education or training provider, including cases where assessment is based on competencies, may be turn into an opportunity for learning.</p>	<b>Method of evaluation and completion of the course (Distance form):</b>  <ul style="list-style-type: none"> <li>- Supervised induction sessions</li> <li>- Learner feedback with a teacher in real time</li> <li>- Supervised independent learning</li> <li>- Classroom-based learning supervised by a teacher</li> <li>- Work-based learning supervised by a teacher</li> <li>- Live webinar or telephone tutorial with a teacher in real time</li> <li>- E-learning supervised by a teacher in real time</li> <li>- Final evaluation: Exam</li> </ul> <p>All forms of assessment that take place under the immediate guidance or supervision of a lecturer, supervisor, tutor or other appropriate provider of education or training, including where the assessment is competence-based and may be turned into a learning opportunity.</p>	
<b>Aims:</b> To enable learners to develop the knowledge, understanding and skills required to create a culture of continuous improvement in an organisation. The learners will have the opportunity to develop the skills required to plan organisational change.		
<b>Course contents (LO):</b> <ul style="list-style-type: none"> <li>- Understand how organisations create a culture of continuous improvement and acceptance of change</li> <li>- Be able to analyse opportunities for improvement to organisational activities</li> <li>- Be able to plan change for organisational improvement</li> </ul>		
<b>Literature:</b>		