**Description of the study programme**

**Higher education institution:** *University of Presov*

**Faculty/workplace:** *Faculty of Management and Business*

**Seat of the Faculty/workplace (address):** *Konštantínova Street No. 16, 080 01 Presov*

University body for approval of the study programme: The Quality Council of the Faculty of Management and Business of the University of Presov, The Council for the Internal Quality System of the University of Presov

Date of approval of the study programme or modification of the study programme: 29.03.2022 (at the level of Quality Council)

Date of the last change [[1]](#footnote-1) of the study programme description:

Reference to the results of the last periodic evaluation of the study programme by the university:

Reference to the evaluation report to the application for accreditation of the study programme pursuant to Section 30 of Act No. 269/2018 Coll..[[2]](#footnote-2): https://bit.ly/3irwCBj

1. **Basic data about the study programme**
2. Name of the study programme and number according to the register of study programmes.

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| Business management and marketing; Code: 184474; UIPŠ code: 6213R17 |

1. Degree of higher education and ISCED-F code of the degree of education.

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| *First - code 665 (1st degree university education*) |

1. Place(s) of delivery of the study programme.

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| Presov |

1. The name and number of the field of study in which the degree programme will lead to a higher education qualification, or the combination of two fields of study in which the degree programme will lead to a higher education qualification, ISCED-F codes of the field(s) of study[[3]](#footnote-3).

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| Name and code of the field of study 6213 Economics and Management Field of education ISCED FoET 2013: 0413 Management ISCED-F code: 0413 Management and Administration / 0414 - Marketing and Advertising |

1. Type of study programme: academically oriented, vocationally oriented; translation, translation combination (with indication of endorsements); teacher, teacher combination (with indication of endorsements); art, engineering, doctoral, preparation for a regulated profession, joint study programme, interdisciplinary studies.

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| academically oriented |

1. Academic degree awarded.

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| Bachelor (Bc.) |

1. Form of study[[4]](#footnote-4).

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| part-time |

1. In the case of joint study programmes, the cooperating higher education institutions and the definition of which study obligations are fulfilled by the student at which higher education institution (§ 54a of the Higher Education Act).

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1. The language or languages in which the study programme is conducted [[5]](#footnote-5).

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| Slovak |

1. Standard length of study expressed in academic years.

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| 3 years / 4 years (students admitted until 31.10.2022) |

1. Capacity of the study programme (planned number of students), actual number of applicants and number of students.

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| Planned number of students: 40 Actual number of students: unknown (as it is a new study programme) |

**2. Graduate profile and learning objectives**

1. The college shall describe the learning objectives of the degree programme as the student's competences at the time of completion of the degree programme and the major learning outcomes[[6]](#footnote-6).

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| The Bachelor's degree programme in Business Management and Marketing prepares students for a professional career in business, business management and marketing in both domestic and international environments. The study programme is designed to provide students with knowledge, theory and methodology of important disciplines in the field of management, business and marketing, which will enable them to apply themselves as experts in e.g. business operations management processes, business economics, marketing communication, e-commerce or business management. By completing the Bachelor's degree programme, students will acquire the knowledge, skills, competencies, attitudes and values for career opportunities in the field of business, management, commerce and marketing, which will enable them to hold lower and middle management positions in any organisation or to carry out independent entrepreneurial activity. The learning objectives of the study programme are achieved through measurable learning outcomes in the individual subjects of the study programme. The learning objectives of the study programme are translated into the student's competences at the time of completion of the study programme. Graduates of the programme of study acquire knowledge and acquire skills and competences: **Knowledge:*** general knowledge at synthesis level,
* practical and methodological knowledge of the field,
* knowledge of commercial law legislation,
* knowledge of principles, processes, procedures, practices, methods and techniques in management,
* knowledge of economic theory and related disciplines,
* an understanding of business economics in general,
* knowledge of the different functional areas of an economic entity,
* knowledge of the sales process and related procedures and knowledge of the processes of managing sales forces and sales teams,
* knowledge of market research methods, competitive analysis and consumer surveys,
* knowledge of the principles, tools and processes in marketing of business and service enterprises,
* knowledge of the development of marketing strategy for a trade and services business,
* an understanding of the principles, tools and processes of marketing communication,
* knowledge of the process and components of marketing communication,
* knowledge of the principles of management, performance measurement and control of the activities of job roles in the marketing unit of a business and services undertaking,
* defining the terms, characterising the different digital marketing tools and knowledge of the customer purchase journey in the digital environment.

**Skills:*** determine and evaluate the idea, objectives and strategies of the company, as well as assess the organization and development of the company;
* manage practical projects and business processes at an operational and tactical level;
* assess operational economic issues, company accounts as well as prepare company operating budgets;
* assess operational, logistical, business and marketing problems in the company and prepare draft action plans;
* develop, implement, monitor and review strategic marketing plans to ensure alignment with the organization's mission;
* make decisions based on analysis of the market environment;
* identify market opportunities and select those most appropriate for the organization;
* develop marketing and market share plans for a given period;
* propose sales, purchasing or marketing solutions;
* manage the various functions relevant to purchasing, sales and marketing activities in the company with an understanding of the societal and surrounding values in the global marketplace;
* communicate practice-oriented issues and propose solutions in sales, purchasing and marketing;
* apply a logistics perspective to the company's business activities and prepare action plans for content, including the application of business law in daily practice;
* plan, prepare and implement market analyses and develop action plans in the areas of business and sales;
* manage practical problems and business projects at operational and tactical levels;
* develop programmes to research and analyse market competition and to identify consequent opportunities, threats, strengths and weaknesses to support decision making;
* make decisions regarding pricing, design, innovation and positioning of product and services through market knowledge;
* design and develop an effective marketing communications mix to achieve marketing objectives and commercial business development;
* participate in the coordination and execution of communication tasks in the company;
* build knowledge networks and engage in knowledge sharing in relation to the business;
* conceptualise and take decisions on product distribution policy;
* diagnose, formulate and implement innovative strategies in different types of organizations in order to develop the company's public relations and achieve market share objectives;
* work as an entrepreneur by developing business skills and knowledge of the latest technology and marketing trends;
* develop product concepts based on marketing research in relation to the market situation and test the feasibility in a given market in order to strengthen and develop the company's product portfolio;
* lead and coordinate the development of new products and modify existing products to meet changing market opportunities.

**Competences:*** Autonomy,
* the ability to analyse and solve problems independently in a changing environment
* ability to plan, make autonomous and responsible decisions,
* ability to think strategically,
* critical, analytical, creative and flexible thinking (autonomy, adaptability, flexibility, improvisational ability),
* social competences, in particular communication and presentation skills,
* the ability to work as part of a team,
* the ability to present one's own views appropriately and professionally,
* ability to analyse data (mathematical, statistical, financial, etc.),
* the ability to professionally deliver business activities and manage innovation.
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1. The higher education institution indicates the occupations for which the graduate is prepared at the time of graduation and the potential of the programme of study in terms of graduate employment.

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| Learning outcomes and qualifications obtained by completing the study programme meet sector-specific professional expectations for the exercise of the profession - National Qualifications Framework. On the domestic and European labour market the graduate finds employment in the following positions:Business, marketing- C1221002-00711 Marketing Manager- C1222003-00751 Public Relations Manager- C1420000-00740 Wholesale Operations Manager- C1439999-01252 Quality Manager - C4227003-01441 Mystery shopper- U1223002-00474 Research, development and technical development manager in manufacturingIT and Telecommunications- U2434000-01560 Information technology sales managerIn the **National System of Occupations** in the field of Business, Marketing and Advertising, the following occupations correspond to the relevant level of the Slovak Qualification Framework (level 6), which could be performed by a graduate of the study programme Business Management and Marketing: * product specialist,
* specialist in business network development and coordination,
* marketing manager,
* marketing analysis and market research specialist,
* strategic buyer.

In addition to the occupations and jobs indicated above, the qualifications obtained will enable graduates to pursue other occupations such as:* manager of a business unit, department,
* business manager,
* marketing manager,
* product manager,
* service, sales or product representative or manager,
* pricing specialist,
* a sales support specialist and manager,
* an e-commerce specialist and manager,
* digital marketing professional and manager,
* marketing communications and branding specialist and manager,
* marketing research professional,
* a manager responsible for customer relations or public relations and other target groups,
* an account manager in the field of marketing and sales,
* sales, marketing, brand or public relations consultant,
* media, marketing and business consultant,
* advertising executive.
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1. relevant external interested parties who have provided a statement or a favourable opinion on the compliance of the acquired qualification with the sector-specific requirements for the pursuit of the profession **[[7]](#footnote-7)**.

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| Based on the concurring opinion, the independently contacted stakeholders prepared a Stakeholder Comment Report on the Business Management and Marketing curriculum. The documents in question are annexed to this document.Interested party's consent to participate in the development and modification of the study programme:02\_FMEO\_Bc\_OMaM\_stand\_df\_SSZS\_Bujnak.pdf – employer's representative03\_FMEO\_Bc\_OMaM\_stand\_df\_SSZS\_Lipták.pdf – employer's representative04\_FMEO\_Bc\_OMaM\_stand\_df\_SSZS\_Kostrab.pdf – graduate05\_FMEO\_Bc\_OMaM\_stand\_df\_SSZS\_Štefaník.pdf – graduate06\_FMEO\_Bc\_OMaM\_stand\_df\_SSZS\_Vargova.pdf – student07\_FMEO\_Bc\_OMaM\_stand\_df\_SSZS\_Vasanic.pdf – studentReport on interested party comments on the study programme:08\_FMEO\_Bc\_OMaM\_stand\_df\_SoPSPZS\_Bujnak.pdf – employer's representative09\_FMEO\_Bc\_OMaM\_stand\_df\_SoPSPZS\_Lipták.pdf – employer's representative10\_FMEO\_Bc\_OMaM\_stand\_df\_SoPSPZS\_Kostrab.pdf – graduate11\_FMEO\_Bc\_OMaM\_stand\_df\_SoPSPZS\_Štefaník.pdf – graduate 12\_FMEO\_Bc\_OMaM\_stand\_df\_SoPSPZS\_Vargova.pdf – student13\_FMEO\_Bc\_OMaM\_stand\_df\_SoPSPZS\_Vasanic.pdf – studentOpinion of the person responsible for the study programme on the incorporation of stakeholders' comments on the study programme17\_FMEO\_Bc\_OMaM\_stand\_df\_SOZSPkZPZS.pdf |

1. **Applicability**
2. a) Assessment of the employability of graduates of the study programme.

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| As this is a new study programme that has not yet been implemented, there is no information available on the employability of graduates.For other study programmes implemented at the Faculty, data from the Office of Labour, Social Affairs and Family on the employability of graduates of the study programme are requested and discussed at the Faculty management meetings. The person responsible for the implementation, development and quality of the study programme will be obliged to present the assessment of the employability of the study programme graduates once a year to the members of the Quality Council of the Faculty of Management and Business of the University of Presov. |

1. Alternatively, list successful graduates of the study programme.

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| There are no graduates of the study programme because it is a new study programme that has not yet been implemented.*Successful graduates of the management study programme are also listed on the website of FMEO PU*,, [https://www.unipo.sk/fakulta-manazmentu/hlavne-sekcie/fakulta/Alumni/osobnosti/.](https://www.unipo.sk/fakulta-manazmentu/hlavne-sekcie/fakulta/Alumni/osobnosti/) |

1. Employers' evaluation of the quality of the study programme (feedback).

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| The Faculty of Management and Business of the University of Presov (FMEO PU) has been operating since 2005 the "Expert and Entrepreneurial Council of the Faculty of Management and Business" (EPR FMEO), which consists of more than 40 successful entrepreneurs, managers and other personalities, mainly from the Presov and Kosice regions, often employers of graduates of the faculty. The Council's activities help the faculty and especially its students to cover several spheres of cooperation, research and professional practice in areas such as business and marketing, information technology, tourism, hotel management, spa, environmental management, construction, engineering, automotive industry, service companies, as well as regional development, local government and others. At regular meetings, the members of the EPR FMB evaluate and assess the implemented study programmes from the perspective of the needs of practice and the future application of graduates. Since in many cases they are employers of the graduates of the faculty, their evaluations, suggestions and comments are accepted with a high degree of importance and influence on the further direction and development of the concerned study programme. The members of the FMB EPR expressed unanimous approval and support for the implemented Bachelor's degree programme in Business Management and Marketing in the field of study Economics and Management. The minutes of the meeting of the EPR FMB are attached to this document - 15\_FMEO\_Bc\_OMaM\_stand\_df\_Zápisnica\_EPR\_2021.PDF |

1. **Structure and content of the study programme [[8]](#footnote-8)**
2. The higher education institution describes the rules for the formation of curricula in the programme of study*.*

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| The study plan of the study programme was created in accordance with the rules for the creation of study plans set out in the Study Regulations of the University of Presov. On the basis of the study programme, a recommended study plan is compiled, which determines the time and content sequence of courses and forms of evaluation of study results and is compiled so that by completing it the student meets the conditions for successful completion of studies within the standard length of study corresponding to the study programme in management.The study programme in Business Management and Marketing is structured and organised on the basis of the student's anticipated need for specific knowledge, skills and competences at the time of study and 'pro futuro'.The study units are implemented within the units of the study programme - lectures, exercises, seminars, consultations, practice, final thesis. In total, a graduate will obtain a minimum of 180 credits in the course of his/her first degree studies. The structure and content of the units of the study programme according to the courses are in the study plan and course information sheets (including the number of credits). The course information sheets are annexed to this document- PRILOHA01\_FMEO\_Bc\_OMaM\_stand\_df\_ILP.The study programme is carried out in 3 or 4 years (in accordance with Act No.131/2020 on Higher Education and on Amendments and Supplements to Certain Acts, where Section 113am (Transitional Provisions to the Amendments Effective from 25 April 2022) states that "a student enrolled by 31 April 2022 shall be enrolled in the study programme. October 2022 for the study of a first-degree study programme in the external form of study, a second-degree study programme in the external form of study or a study programme combining a first degree and a second degree in the external form of study shall complete the study with the standard length of study in accordance with the regulations in force until 24 April 2022", students admitted until 31 October 2022 shall be enrolled and admitted to a 4-year bachelor's study programme). The structure and content of the courses is determined by the profile of the graduate, which is more of an applied nature, which is generally expected of first cycle graduates, respecting the objectives and priorities of the Bologna Process.The study programme Business Management and Marketing is attached to the study field of Economics and Management. The content correspondence of the study programme with the description of the field of study is unquestionable, as the core topics of the core knowledge of the field of study in the field of both economics and management as set out in Decree No. 244/2019 Coll. |

1. The higher education institution shall draw up recommended study plans for individual pathways of study *[[9]](#footnote-9).*

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| The new programme is designed in such a way that the professional content, structure and sequence of profile study subjects and other educational activities of the study programme enable the achievement of learning outcomes in accordance with the profile of the graduate, which was created on the basis of the requirements of practice, experience of educators and on the basis of suggestions of stakeholders (presented in a separate document PRILOHA02\_FMEO\_Bc\_OMaM\_stand\_df\_OSP.docx). The target knowledge, skills and competences defined in the graduate profile are based on the individual (partial) knowledge, skills and competences defined in the individual information sheets of the profile subjects. The specification of the knowledge, skills and competences that the student will acquire by completing the course is a compulsory part of all information sheets of the courses of the new study programme. |

*c) The curriculum shall normally state:*

* *the individual parts of the study programme (modules, courses and other relevant curricular and co-curricular activities, provided that they contribute to the achievement of the desired learning outcomes and generate credits) in the structure of compulsory, compulsory elective and elective courses,*
* *indicate in the study programme the profile subjects of the relevant study pathway (specialisation),*
* *for each educational part/subject, define the learning outcomes and related criteria and rules for their assessment so that all the educational objectives of the study programme are met (they can only be specified in the Course Information Sheets in the Learning outcomes section and in the Course Completion Conditions section),*
* *prerequisites, co-requisites and recommendations for the development of the curriculum,*
* *for each educational part of the curriculum/subject, determine the learning activities used (lecture, seminar, exercise, final thesis, project work, laboratory work, internship, field trip, field practicum, professional practice, state examination and others, or combinations thereof) appropriate for the achievement of the learning outcomes,*
* *the methods by which the learning activity is carried out - face-to-face, distance, combined (in accordance with the Course Information Sheets),*
* *the syllabus/syllabus of the course,*
* *the student workload ('scope' for individual subjects and learning activities separately),*
* *the credits allocated to each section based on the learning outcomes achieved and the associated workload,*
* *the person delivering the course (or partner organisation and person) with contact details,*
* *the subject teachers (or partner organisations and persons involved) (may also be listed in the IL of the subject),*
* *the place of delivery of the course (if the programme of study is multi-site).*

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| **Indicate in the study programme the profile subjects of the respective pathway of study (specialisation):** Profile subjects are indicated in the recommended study plan. Profile subjects of the study programme Business Management and Marketing are:1. Management, 2. Marketing, 3. Marketing communication, 4. Business management, 5. Business psychology and business behaviour,6. Entrepreneurship in small and medium-sized enterprises, 7. Digital marketing, 8. E-commerce.**For each educational part/subject, it defines the learning outcomes and related criteria and rules for their assessment so that all the educational objectives of the study programme are fulfilled (they can only be specified in the Course Information Sheets in the Learning Outcomes section and in the Course Completion Requirements section):**All Course Information Sheets contain learning outcomes and associated criteria and rules for their assessment. The course information sheets are available in the PRILOHA01\_FMEO\_Bc\_OMaM\_stand\_df\_ILP and at: <https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/>**Prerequisites, co-requisites and recommendations for curriculum development:** There are two prerequisites in the curriculum, namely in the subject Thesis II., the subject of which is the subject Thesis I. In the second case, it is Professional Practice, which is a prerequisite for the subject State Examination (colloquium).**For each educational part of the curriculum/subject, it will determine the educational activities used (lecture, seminar, exercise, final thesis, project work, laboratory work, internship, field trip, field practice, professional practice, state examination and others, or their combination) suitable for achieving the learning outcomes:** For each subject within the recommended study plan, the learning activities used (lecture, seminar) are specified, including their hourly subsidy. The information is contained in the information sheets of each course.Teaching will be based on linking theoretical and practical skills. The combination of knowledge-based tasks and practical assignments and projects will enable students to hone their expertise and develop practical skills and competencies. Teachers in each subject will use a range of teaching methods and forms - in addition to classical methods (such as lecturing, storytelling, etc.), the emphasis will be on the use of activating teaching methods (e.g. dialogical methods, situational methods, group teaching and cooperative learning methods, project methods, simulation methods, staging methods, critical thinking methods, problem-based methods, etc.), and the use of the following methods will be used ) in order to arouse or strengthen students' interest in the topics covered, to increase students' activity, to enable students to apply and develop their professional knowledge, skills, competences for practice and key competences (e.g. creativity, independence, responsibility, flexibility, critical thinking). Students will be included in lesson planning and encouraged to engage in team building, peer teaching and creativity. The following activities support the achievement of the learning objectives: - lectures,- seminars, - presentations,- case studies,- discussions,- group work,- project work,- consultation and supervision (supervision).**Methods by which the educational activity is carried out** - full-time, distance, combined (in accordance with the Course Information Sheets): Educational activity in all subjects is carried out by a **combined method**, which is also indicated in the information sheets of individual subjects of the recommended study plan. **Course syllabus**: The course syllabus is a compulsory part of the information sheets of all courses of the recommended study plan.**Student workload ("scope" for individual courses and learning activities separately):** The individual course information sheets in the Notes section indicate the student's workload and the share of individual activities (e.g. participation in direct teaching activities, work on seminar work, self-study, etc.) in the student's total workload.**Credits assigned to each section based on the learning outcomes achieved and the associated workload**: The credit allocation of courses reflects their difficulty and the intensity/measure of the student's workload. It is also ensured that profile courses have a high credit allocation (5 credits) due to their strong link to the achievement of the overall learning outcomes.**The person delivering the course (or partner organisation and person) with contact details:**A named list of the persons delivering each subject in the programme of study are available at: https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/ and listed in a separate document - PRILOHA04\_FMEO\_Bc\_OMaM\_stand\_df\_OZSP.xlsx. Partner organisations and persons may participate in the teaching in the form of lectures. **Subject teachers (or participating partner organisations and persons) (may also be listed in the IL of the course):**Teachers participating in the teaching of each subject are listed in the subject information sheets, including a specification of what kind of teaching activity they are carrying out.**Place of delivery of the course (if the programme of study is delivered at more than one site):**The study programme is carried out at the seat of the university and the faculty. |

1. *The higher education institution shall specify the number of credits to be achieved as a condition for the proper completion of studies and other conditions that the student must fulfil in the course of the study programme and for its proper completion, including the conditions of state examinations, rules for the repetition of studies and rules for the extension, interruption of studies.*

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| Pursuant to Act No.131/2002 Coll. on Higher Education and on Amendments and Additions to Certain Acts (Section 52), the condition for the proper completion of studies for the Bachelor's study programme in the full-time form of study (with a standard length of study of 3 years) and for the Bachelor's study programme in the part-time form of study (with a standard length of study of 4 years) is 180 credits. In accordance with Rector's Measure No. 10/2021 on the alignment of study programmes, it is recommended that the proposed reduction in the standard length of the study form be considered when aligning study programmes in the external form in the context of the proposed amendment to the Act.The proposed bachelor's study programme is designed for a standard length of study - 3 years (or 4 years), while the standard study load of 60 credits per academic year is observed, where the total number of credits for the entire study is: 180 credits. In accordance with the amendment to Act No 131/2020 on Higher Education Institutions and on Amendments and Additions to Certain Acts (§ 113am Transitional Provisions to the Adjustments Effective as of 25 April 2022), students enrolled until 31 October 2022 in a first-degree study programme in the external form of study shall complete their studies with the standard length of study according to the regulations in force until 24 April 2022, i.e. on a 4-year bachelor's degree programme. The student will earn 143 credits for the compulsory subjects, which is 79% of the 180 credits required for successful completion of the study. The recommended study plan indicates the number of credits in each semester for the compulsory course and the compulsory elective course. The recommended curriculum is designed so that the student has the opportunity to obtain 60 credits in each year. The recommended programme of study offers the possibility to enrol in compulsory elective courses, where the total number of credits is 54. The student must complete and pass the professional practice, the thesis defence and the state examination (colloquium). |

1. *For each curriculum, the college shall indicate the requirements for completion of each part of the curriculum and the student's progression through the curriculum in the following structure:*
* *the number of credits for compulsory subjects required for the proper completion of studies/completion of part of studies,*
* *- the number of credits for compulsory elective courses required for the regular completion of studies/completion of part of studies,*
* *- the number of credits for elective courses required for regular graduation/completion of the part of the study,*
* *~~the number of credits required to complete the study/completion of the part of the study for the common core and for the relevant endorsement, if the study programme is a teaching combination study programme or a translation combination study programme,~~*
* *the number of credits for the final thesis and the thesis defence required for the proper completion of studies,*
* *- the number of credits for professional practice required for the proper completion of studies/completion of part of studies,*
* *~~the number of credits required for the proper completion of the study/completion of the project work part of the study, indicating the relevant subjects in the engineering study programmes,~~*
* *~~- the number of credits required for the regular completion of studies/completion of the part of studies for artistic performances, except for the final thesis in artistic study programmes.~~*

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| **Number of credits for compulsory courses: 143****Number of credits for compulsory elective courses: 54****Number of credits for elective courses required for regular completion of studies/completion of part of studies: 0**In the sense of the PU Study Regulations (Art. 13), the student enrols in elective courses so that the sum of their credit endowment constitutes a maximum of 5 % of the total number of credits (in the first stage of studies, a maximum of 9 credits). **Number of credits for the final thesis and the thesis defence required for the proper completion of studies: 13 credits in total**- Final thesis I: 4 credits - Final thesis II: 5 credits - Final thesis defence: 4 credits **Number of credits for professional practice required for regular completion of studies/completion of part of studies: 13** |

1. *The higher education institution shall describe the rules for the verification of learning outcomes and the assessment of students and the possibilities for corrective procedures against this assessment.*

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| Verification of learning outcomes and assessment of students is carried out in terms of: - PU Study Regulations (Article 16),- Study Regulations of the University of Presov, Faculty of Management and Business, 2021, Article 16 Control of studies and evaluation of learning outcomes. Article 16 contains 24 points, (see <https://www.unipo.sk/public/media/5225/studijny-poriadok-pu-2018.pdf>; https://www.unipo.sk/public/media/32461/Studijny%20poriadok%20v2021-FMEO.pdf)The PU Study Regulations (Article 16) state "The evaluation of the student's study results within the study subject is carried out: (a) by continuous evaluation (ph with classification); (b) by examination for the given study period (with classification); (c) by graduation - passed (abs. without classification). The dates of the mid-term examinations are determined by the lecturer in agreement with the students in the first week of the semester. Passing the course is assessed. The assessment reflects the quality of the acquisition of knowledge or skills in accordance with the learning outcomes of the course as specified in the course information sheet. The assessment of the student's learning achievements in the course of studying the subject is carried out according to the grading scale and success criteria (percentage of the results in the course assessment) for the grading levels set out in the PU Study Regulations. The success criteria (percentage of results in the course evaluation) for the classification levels are as follows:A: 100,00 - 90,00 %B: 89,99 - 80,00 %C: 79,99 - 70,00 %D: 69,99 - 60,00 %E: 59,99 - 50,00 %FX: 49,99 % or lessIf the student so requests, the Vice Dean/Provost for Education may, in justified cases, permit the examination to be taken on a make-up date before a committee appointed by the Dean/Provost. A board examination may be requested from the study department of the faculty no later than five working days after the regular examination date or the first make-up examination date (PU Study Regulations, Article 16, point 21. Other possibilities of appeal procedures against the evaluation can be implemented on the basis of the Complaints Act 9/2010 Coll., which regulates the procedure for filing, handling and control of complaints of natural persons or legal entities. |

1. Conditions for the recognition of studies, or part of studies*.*

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| The conditions for the recognition of a study or part of a study are set out in the PU Study Regulations (Article 20). Recognition is based on a written application and evidence of previous studies; a subject can be recognised if it has more than 60% content conformity with the subject of the current study course. Recognition of state examination subjects is not possible. The rules for the recognition of courses and credits are specified in the Study Regulations of the PU (Art. 20):*1. A student may apply for recognition of courses and credits taken in another or identical degree program no later than seven days after enrollment in the academic year in question.**2. A student may only apply for recognition of a course which he/she has successfully completed in previous academic years and for which he/she has obtained the appropriate number of credits, and where no more than five years have elapsed since the completion of the course.**3. The application for recognition of a course and the award of credit for the course in question shall be submitted by the student to the Department of Education.**4. The application for recognition of the course and the award of credits for the course in question must be accompanied by proof of passing the examination (transcript) and the information sheet or syllabus for the course in question.**5. The Dean's decision is preceded by an assessment of the information sheet by the guarantor of the study programme for education.**6. Only a course with a minimum content match of 60 % with a course from the current study programme may be recognised. Recognition of a course that has already been taken once in a previous study is the responsibility of the guarantor of the study programme for education.**7. Recognition of a course taken in another study programme and recognition of the relevant number of credits for it may be granted if the conditions set out in the preceding points are met if the student is studying in only one study programme during the part of the academic year in which he/she is applying for recognition of the course and credits. Courses from concurrent studies shall not be recognised.**8. It is not possible to recognise a course and award credits for a course which the student has completed in a previous period by studying in a study programme which he/she has duly completed, i.e. has been awarded the relevant academic degree.**9. The number of credits may be recognised to the extent of the number of credits stipulated by the current study programme. The above credit recognition rule applies to all courses (compulsory, optional and elective).**10. Recognition of state examination subjects is not possible*The student of the faculty has the right to complete part of his/her studies at another higher education institution in the Slovak Republic or abroad. Upon return, the faculty shall recognise the student's part of the study in accordance with the contract, the European Standard and the European Credit Transfer System. If the student has completed part of his/her studies at a higher education institution which has not implemented a compatible credit system, the recognition of credits will be assessed by the study programme supervisor and the credits will be awarded by the faculty ECTS coordinator. The student is obliged to sign a Credit Transfer Agreement with the supervising department and the relevant Vice-Dean prior to departure for mobility at the sending faculty. The rules are defined in the Study Regulations of the PU (Article 15, point 6 and 7).Related action by the Rector (available at https://www.unipo.sk/vsk/dvsk/):- Rector's Measure No. 8/2014 Procedure for the implementation of outgoing student mobility within the ERASMUS+ programme - Rector's Measure No 9/2014 Procedure for the implementation of outgoing student placements under ERASMUS+ - Rector's Measure No 10/2014 Procedure for the implementation of outgoing ERASMUS+ graduate traineeships- Rector's Measure No 3/2009 on the transfer of credits and recognition of results for part-time study and internships at host institutions in the framework of student mobility programmes |

1. The higher education institution shall indicate the thesis topics of the degree programme (or a link to a list of*).*

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| Due to the fact that this is a new (not yet implemented) study programme, the thesis topics have not yet been announced. When announcing the thesis topics, the faculty is guided by the Dean's Measure No. 1/2012 in the matter of: Determination of minimum standards, quality requirements, professional focus and other professional requirements, applicable to the assignment and wording of the topics of final bachelor's and master's theses in the study programme Management at the Faculty of Management and Business, which specifies the minimum standards, quality requirements, professional focus and other professional requirements. For the assignment and wording of the topics of final bachelor theses at FMB PU in Presov in terms of quality, content, professional requisites of each topic is (among other things) stipulated that:- the title of each final bachelor's thesis topic should be created in such a way that it is already obvious from it that the thesis will have a research, analytical character (i.e. that it will contain in its structure some kind of research, survey, analysis, etc.), whether in the field of empirical research or theoretical analysis; - it must be clear from the title of the thesis what the approximate focus or more specific area of research is, i.e. what specifically will be investigated in the thesis, what will be the object of analysis, research, etc.; - the topic of each thesis should relate to and analytically deal with an area of the broader field in the discipline of Economics and Management;- no final thesis topic can be general and trivial.The thesis topics are listed in accordance with the Dean's Measure 1/2008; the supervision of the thesis is in accordance with the Dean's Measure 1/2011 (see https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/ana/).This regulation will also apply to thesis topics written in the new study programme. |

1. The college shall describe or refer to:
* rules for assigning, processing, opposing, defending and evaluating final theses in the study programme*,*
* opportunities and procedures for participating in student mobility*,*
* rules on academic ethics and consequences*,*
* *procedures applicable to students with special needs,*
* *student complaints and appeals procedures.*

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| **Rules for assigning, processing, opposing, defending and evaluating final theses in the study programme**: Approved thesis topics are published and listed in the MAIS (Modular Academic Information System) system during the summer semester of the penultimate academic year (i.e. in the LS of the academic year preceding the year in which the thesis should be submitted and defended). The possibility to select and write the thesis topic in the penultimate year of the degree offers students sufficient time to successfully complete all the processes involved in writing the thesis. In addition to individual consultations with the thesis supervisors/advisors, joint (group) thesis consultations are held for students in their final year, where the general rules of the thesis writing principles (theoretical and methodological issues) are discussed with students in the context of academic ethics. At the Faculty of Management and Business and its components, optimal conditions are created for students to produce high-quality theses. The team of teachers - thesis supervisors, their erudition, experience and helpful approach to students together with high standards and requirements set for the quality of theses (also enshrined in the internal documents of the faculty) are an important prerequisite for high professional quality, scientific value and subsequent successful defence of theses. The supervisors of bachelor theses are exclusively internal lecturers of the Faculty of Management and Business. All thesis supervisors at the Faculty of Management and Business have at least one degree higher than the degree of study at which the thesis is being written.In preparing the thesis, the student must follow the requirements set out in the PU Directive on the requirements of the thesis, its bibliographic registration, originality control, preservation and accessibility:- https://www.pulib.sk/web/kniznica/strana/nazov/zaverecne-prace;- https://crzp.cvtisr.sk/;- https://www.unipo.sk/fakulta-manazmentu/vzdelavanie/informacieprestudentova/zaverstudia/zaverecneprace.According to Art. 23 point 4. of the PU SP, the thesis is assessed by the thesis supervisor and one opponent, or two opponents in case the thesis does not have a supervisor. The supervisor and the opponent shall enter the assessments into the MAIS system no later than 5 days before the defence of the thesis. The following aspects must be taken into account in the evaluations, which include a grade and a mark: - overall mastery of the topic set; - the use of representative literature;- the independence of the student's work (in the case of the assessment by the supervisor of the bachelor's thesis); - the functionality of the chosen method and the functionality of its application; - appropriate linguistic culture; - opinion on the originality check protocol.According to Art. 23 point 5. of the PU SP, a thesis with one negative evaluation is accepted for defence. If the committee evaluates the thesis defence as insufficient (4, FX), then the overall evaluation of the thesis is also insufficient (4, FX). A student whose thesis has been evaluated with two negative evaluations may participate in the state examination without the possibility of defending the thesis. In this case, the student defends the thesis in the remedial term.When opposing the bachelor's thesis, the opponent draws up an opinion in which he/she evaluates the content, formal aspect of the bachelor's thesis. At the same time, he/she will point out the most valuable parts and the most serious shortcomings. On the basis of the overall assessment and evaluation of the bachelor thesis, the final grade shall be given in one of the levels A (1), B (1,5), C (2), D (2,5), E (3), or FX (4 - insufficient).).**Opportunities and procedures for participation in student mobility:** According to the Study Regulations of the PU (Article 15), a student of the faculty has the right to complete part of his/her studies at another university in the Slovak Republic or abroad. Consent for the study and its duration is granted by the dean/rector or vice-rector for external relations and marketing, depending on the type of mobility, and is a matter of a tripartite contract between the student, the sending faculty and the receiving faculty. Upon return, the faculty will recognise the student's part of the studies in accordance with the contract, the European Standard and the European Credit Transfer System (ECTS). If the student has completed part of his/her studies at a higher education institution which has not implemented a compatible credit system, the recognition of credits will be assessed by the programme supervisor and the credits will be awarded by the faculty ECTS coordinator. The student is obliged to sign a Credit Transfer Agreement with the supervising department and the relevant Vice-Dean prior to departure for mobility at the sending faculty.  Credit transfer is the acquisition of credits by completing a part of the studies on the basis of a study agreement at another higher education institution in the Slovak Republic or abroad. Transfer of credits is ensured by an application for studies, a study contract and a transcript of results of studies. The study contract is a tripartite agreement concluded between the student, the sending university and the receiving university before the student enters the receiving university. Courses taken at the receiving university are recognised on the basis of the student's transcript of studies, which is drawn up by the receiving university at the end of the student's stay. The transcript becomes part of the student's personal study file. The faculty ECTS coordinator is responsible for the recognition of credits and their entry into the MAIS (Study Regulations of the PU , Article 17).  If a student completes part of his/her studies abroad, he/she is entitled to substitute study duties (which he/she agrees in writing with the lecturer or examiner of the course prior to departure) if the visiting university does not offer a suitable alternative course to the course of the study programme at the Faculty of Management and Business. Further details of study abroad are regulated by the Faculty's internal regulations published on the Faculty's website.The description of the procedure for the implementation of Erasmus+ mobilities is regulated by the Rector's Measure 8/2014 entitled Procedure for the implementation of outgoing student mobilities under the Erasmus+ programme. The implementation of Erasmus+ mobilities consists of four sub-processes or steps: (1) application for Erasmus+ mobility, (2) selection procedure, (3) implementation of mobility, (4) recognition of the results obtained abroad, within which the actions to be carried out are specified.  **Rules on the observance of academic ethics and the drawing of consequences:** Throughout their studies, students are continuously guided in their coursework and projects to respect the principles and rules applicable to thesis writing (including the correct citation and reference of bibliographic sources, respecting ethical principles), thus acquiring the necessary knowledge and skills to be used in the writing of the thesis. The University has developed the PU Directive on the requisites of final theses, their bibliographic registration, originality control, preservation and accessibility, which regulates a uniform procedure for the preparation, registration and preservation of final and qualification theses carried out at the University of Presov. The Directive stipulates that the bachelor thesis verifies the mastery of the basics of theory and professional terminology, basic standard scientific methods and the level of knowledge, skills and knowledge acquired by the student during his/her studies. It demonstrates the ability to work independently in terms of content and form. It may have elements of originality, summarisation and compilation. The guidelines further state that each thesis must be original, produced by the author in compliance with the rules for working with information sources, must not be plagiarised and must not infringe the copyright of other authors. The Code of Ethics of the University of Presov: Scientific Integrity and Ethics sets out the basic ethical principles and requirements for the behaviour of members of the academic community and other employees of the University concerning their academic and professional activities, especially the educational, scientific research, development, artistic and other creative activities, as well as management and support activities. Consequences of violation of the Code of Ethics are dealt with by the Ethics Committee at the level of the university or faculty. Violations of the Ethical Principles that constitute a disciplinary offence are dealt with by the Disciplinary Committee of the University or Faculty. The PU Study Regulations (Art. 43) state that plagiarism is considered an offence and is subject to disciplinary proceedings.The Faculty Guideline on Plagiarism and Cheating of Students is also in force - [https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/ana/](https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/)**Procedures applicable to students with special needs:** - For students with specific needs, FMB PU teachers choose adequate forms and methods of teaching and assessment of learning outcomes and follow the recommendations of the Methodological Guide for Students with Specific Needs as well as the recommendations of the faculty coordinator for work with students with specific needs. Students are informed about this possibility at the introduction to their studies or in the individual course information sheets.- The university document Methodological Guide for Students with Specific Needs - Article 7 specifies the rights of students with specific needs, which include the right to: - the use of specific educational resources; - individual educational approaches; - special conditions for the performance of study duties without reducing the requirements for academic performance; - individual access by university teachers.- Student complaints and appeals procedures: - Students may submit complaints and appeals through their representatives in the Academic Senate of the Faculty of Management and Business of the University of Presov and the Academic Senate of the University of Presov, or through representatives in the Student Council of Universities. Last but not least, it is possible to use the Act on Complaints 9/2010 Coll. |

1. **Information sheets of study programme courses**

In the structure according to Decree No. 614/2002 Coll*.*

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| *Course information sheets are available at:* [*https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/*](https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/) |

1. **Current academic year schedule and current timetable (or hyperlink**).

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| The academic year schedule is set centrally from the university level and is binding for all degree programs. According to the Rector's Measure No. 9/2016 on the creation of the timetable, the deadlines associated with the implementation of activities in the modular academic information system are specified in the document Schedule of activities in the modular academic information system for the preparation of the academic year, which is updated no later than 31 August of the current year (point 2). Link to the current academic year timetable: https://www.unipo.sk/public/media/25051/Harmonogram\_AR\_21\_22-1.pdfAs this is a new or pending study programme, it is not possible to provide a link to the current timetable. |

1. **Staffing of the study programme**
2. The person responsible for the implementation, development and quality of the study programme (with position and contact).

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| **doc. Mgr. Richard Fedorko, PhD.**, associate professor; First Vice-Dean, Vice-Dean for Science, Research and Marketing; richard.fedorko@unipo.sk; +421 908 040 378 |

1. List of persons providing profile courses of the study programme with assignment to the course with a link to the central register of university staff, with contact details (they may also be listed in the study plan).

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| **doc. Mgr. Richard Fedorko, PhD.** * Course: Digital marketing
* Course: E-Commerce
* Registry: [https://www.portalvs.sk/regzam/detail/23245](https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/)

**doc. PhDr. Radovan Bačík, PhD. MBA. LL.M.*** Course: Marketing
* Course: Marketing communication
* Registry: <https://www.portalvs.sk/regzam/detail/6727>

**doc. Ing. Viktória Ali Taha, PhD.*** Course: Management
* Course: Business management
* Registry: [https://www.portalvs.sk/regzam/detail/6861](https://www.unipo.sk/fakulta-manazmentu/hlavne-sekcie/fakulta/Alumni/osobnosti/)

**doc. Ing. Alexandra Chapčáková PhD.*** Course: Entrepreneurship in small and medium-sized enterprises
* Registry: <https://www.portalvs.sk/regzam/detail/6463>

**doc. PaedDr. Zuzana Birknerová, PhD., MBA*** Course: Business psychology and business behaviour
* Registry: [https://www.portalvs.sk/regzam/detail/6729](https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/)
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1. Reference to the scientific/artistic and pedagogical characteristics of the persons providing the profile courses of the study programme.

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| <https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/> |

1. List of teachers of the study programme with assignment to the course and link to the central register of university staff, with contact details (may be included in the study plan).

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| The list of teachers of the study programme with the assignment to the subject and the link to the central register of university staff is in a separate annex (PRILOHA04\_FMEO\_Bc\_OMaM\_stand\_ef\_OZSP.xlsx). |

1. List of thesis supervisors with assignment to topics (with contacts).

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| All teachers participating in the teaching of the new curriculum can and will supervise the final theses. Other teachers who are not directly involved in the teaching of the new, not yet implemented study programme, but who have professional qualifications in the relevant field of study, will also supervise the final theses. The list of thesis supervisors is given below and in a separate annex (PRILOHA05\_FMEO\_Bc\_OMaM\_stand\_ef\_ZSZPSP.xlsx). |

1. Reference to the scientific/artistic/teaching characteristics of the thesis supervisors.

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| *VUPCH of thesis supervisors are listed here*: <https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-a-akreditacia/sp/bc/dmmd/> |

1. Student representatives who represent the interests of students in the study programme (name and contact).

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| Members of the Academic Senate of the Faculty of Management and Business of the University of Presov (AS FMB PU) for the student part and student representatives in the Quality Council of the Faculty of Management and Business of the University of Presov (RPK FMB PU). The list of members of the AS FMB PU is available at: https://www.unipo.sk/fakulta-manazmentu/hlavne-sekcie/fakulta/akademicky-senat/. The list of members of the RPK FMB PU is available at: https://www.unipo.sk/fakulta-manazmentu-ekonomiky-a-obchodu/vnutorny-system-kvality-Rada-pre-kvalitua-akreditacia/rada/.***Mgr. Barbara Nicole Čigarská*** *- member of the Academic Senate of FMB PU for the student part, member of the Academic Senate of PU for the student part, barbara.nicole.cigarska@smail.unipo.sk; tel. +421 51 4880 559;****Mgr. Štefan Kráľ*** *- member of the Academic Senate of FMB PU for the student part,* *stefan.kral@smail.unipo.sk; tel. +421 51 4880 563;****Ing. Denis Tirpák*** *- Vice-Chairman of the Academic Senate of FMB PU for the student part,* *denis.tirpak@smail.unipo.sk; tel. +421 514880 563;****Ing. Mária Tomášová*** *- member of the Academic Senate of FMB PU for the student part,* *maria.tomasova@smail.unipo.sk; tel. +421 51 4880 563;****Mgr. Marta Lukáčová*** *- representative of the student part of the Quality Council of FMB PU, marta.lukácova@smail.unipo.sk, tel. 0907 027208.* |

1. Study programme advisor (with contact details and information on access to advising and timetable for advising).

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| The Faculty of Management and Business has a network of tutors for full-time and part-time study who are responsible for consultancy activities. In addition to the supervisor as the main coordinator of this activity, there is a tutor for each study programme who carries out counselling activities. A tutor for international students and a coordinator for students with special needs have a specific function. **doc. PhDr. Radovan Bačík, PhD. MBA.** **LLM** – **supervisor** (radovan.bacik@unipo.sk; tel.: 051 4880 543)**Ing. Martin Rovňák, PhD.** – **tutor** (martin.rovnak@unipo.sk) **RNDr. Jana Mitríková, PhD.** – **tutor** (jana.mitrikova@unipo.sk; tel.: 051 7470 607)**Mgr. Vladimír Čema, PhD**. – **tutor for international students** (vladimir.cema@unipo.sk; tel.: 051 7470 627)**PhDr. Tatiana Pethö, PhD.** – **coordinator for students with specific needs** (tatiana.petho@unipo.sk; tel.: 051 7470 624) |

1. Other study programme support staff - assigned study officer, careers adviser, administration, accommodation office, etc. (with contacts).

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| *Student support staff consists of an Education Coordinator and Education Officers (Learning Officers):****Mgr. Marcela Stríšová - Education Coordinator,*** *(**marcela.strisova@unipo.sk**, room 307/A – old building, Konštantínova 16, Presov, tel. +421 51 4880 580);****Mgr. Zuzana Forišová*** *-* ***study officer,*** *(**zuzana.forisova@unipo.sk**, room 307 - old building, Konštantínova 16, Presov, tel. +421 51 4880 583);****Mgr. Anna Lederová******- study officer,*** *(**anna.lederova@unipo.sk**, room 309 - old building, Konštantínova 16, Presov, tel. +421 51 4880 581);****Alžbeta Semančíková******- study officer****, (*[*alzbeta.semancikova@unipo.sk*](https://www.unipo.sk/vsk/dvsk/form/asp/)*, room 307 - old building,* *Konštantínova 16, Presov, tel. +421 51 4880 584);****Ing. Mária Žarnayová - study officer****, (maria.zarnayova@unipo.sk, room 309 - old building, tel. +421 51 4880 582* |

1. **Spatial, material and technical provision of the study programme and support**
2. list and characteristics of the study programme classrooms and their technical equipment with assignment to learning outcomes and subject matter (laboratories, project and art studios, ateliers, workshops, interpreter's booths, clinics, seminaries, science and technology parks, technology incubators, school enterprises, practice centres, training schools, teaching-training facilities, sports halls, swimming pools, sports grounds).

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| The Faculty of Management and Business is situated in a reconstructed building on Konštantínova Street in Presov, owned by the University. The total area is 1094 m2, with office and administrative space on 379 m2. In the building there are rooms for teaching and activities of the faculty ensuring the completion of individual study programmes. The faculty has 16 rooms designed for the educational process, which are equipped with computer and didactic equipment at an appropriate level for the implementation of the educational process.Out of the total number of 16 rooms there is one large-capacity lecture hall with a total capacity of 330 persons, 11 seminar rooms, 2 computer rooms. The Faculty also has a meeting room of the Scientific Council and a meeting room of the Dean. These rooms are also used as lecture or seminar rooms, if necessary. The faculty has a **neuromarketing laboratory** where, based on consumer neuroscience tools for simulation and analysis of user and consumer behaviour, it is aimed at implementing the spectrum of neuroscience knowledge and practices into practice-oriented education by innovating selected subjects. From the perspective of graduates' practical application, its aim is primarily to prepare students well trained to actively implement these modern marketing tools in practice and thus increase their employability in the labour market.In the case of occupancy of its own rooms, the Faculty of Management and Business can use classrooms and auditoriums in the premises of the PU Rector's Office or some other PU faculties. Modernisation of classrooms at the University of Presov is being carried out on an ongoing basis. New equipment has been installed in a total of 165 seminar, lecture and professional classrooms. These included 136 computers for lecture and seminar rooms, another 406 computers for computer and professional classrooms, 132 data projectors and electric screens, 17 interactive whiteboards and other small equipment. In 2020, further upgrading of the 25 largest classrooms at the university took place, ICT equipment and video-presentation technology was upgraded. |

1. Characteristics of information provision of the study programme (access to study literature according to course information sheets), access to information databases and other information resources, information technologies, etc).

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| The information provision of the study programme is at an adequately high level. The faculty has servers and internet connection, which is shared and provided free of charge to all students. Staff are equipped with personal computers and, if necessary, laptops. A centrally managed WiFi network of the university has been implemented throughout the premises, which allows, in particular, the connection of mobile devices in almost all the university buildings. In recent years, modern metallic and fibre-optic computer cabling has been built and expanded in 14 university buildings, including the initial cabling in the rooms of the students accommodated in the PU NDJ, within the framework of the SF projects. A total of 1 694 computer sockets were installed. All buildings have high-speed networks, which typically operate at 1 Gbit/s, but are also ready for the introduction of 10 Gbit/s in the future. Between 2017 and 2020, the University underwent a complete replacement and refurbishment of the centrally managed WiFi network at a cost of €154,000, with a total of 298 new access points installed in all buildings.Currently, there are more than 2880 personal computers, 98 servers, almost 1000 printers, 300 data projectors, 20 interactive whiteboards available to PU lecturers.University-wide information systems: a) Modular Academic Information System (MAIS)The Learning Management Information System provides support for the entire lifecycle of study. The MAIS is mainly designed for:- admissions processing and registration,- processing and recording of studies,- processing of study programmes,- processing of timetables, - human resources management - university staff records,- processing and registration of student accommodation.b) Library information systemThe PU University Library is a scientific-information, bibliographic, coordinating and consulting workplace of the University, which provides library-information services primarily to students and employees of the University and, within its capabilities, to other professional public. UK PU develops its activities on the historical basis of the development of education and library culture of the region and builds on the traditions established by the Collegiate Library and the Eparchial Library. The mission of the library is primarily to provide free access to information; to assist in meeting the cultural, informational, scientific research and educational needs and interests of the university; to promote lifelong learning and the spiritual development of the university. To this end, the library provides the following basic and special library and information services: lending services, bibliographic and information services, consultancy services, reprographic services and other services (processing of records of the publication activities of the university staff; bibliographic registration of final and qualifying theses; operation of the Digital Library of the CU PU; organization of exhibitions of scientific literature, exhibitions of works of art, concerts, presentations, professional library events, etc.). The library collection contains a total of almost 225 000 library units (the annual growth of the library fund is about 4 000 books and 250 titles of periodicals, while the purchase of documents is made on the basis of the faculties' requirements with the aim of uniform purchase for the needs of all study programmes at PU). Since 2004, the library has been building a Digital Library (a database of electronic full-text publications created by the university staff, which contains over 800 publications. Since 1997, it has been building a database of PU publications, in which it registers over 66 000 documents. The library provides almost 280 000 loans annually, most of which are electronic. The total area of the library is over 2 600 m2, of which 1 150 m2 is for users. There are 303 study places in 6 study rooms (2 of which are database rooms). Over 70 000 readers visit the library every year and over 500 000 readers visit the library website. The library has its own computer network (PULIBnet) with 4 servers, 84 computers, of which 45 computers are reserved for users. Annually it publishes a bibliography of PU's publishing activity. The library provides access to 9 paid full-text database centres (EBSCO, Gale, ProQuest, Science Direct, Scopus, Springer, Taylor and Francis, Web of Knowledge, Wiley).  |

1. Characteristics and scope of distance learning applied in the study programme with assignment to courses. Approaches, manuals of e-learning portals. Procedures for the transition from full-time to distance learning.

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| Characteristics of distance learning: distance learning is carried out within the framework of a combined method of study, most often through the Moodle or MS Teams platform. The Faculty of Management and Business assumes the use of distance learning in subjects whose nature and character allows it. Up to 30 % of distance learning is foreseen, preferably in subjects with a higher hourly endowment. For other subjects, according to the educational needs and possibilities of the students.In the case of distance learning, the online platform MS teams is used for teaching and communication - for online lectures and online seminars. Electronic support of education (e-learning) and accesses to the e-learning environment of the Faculty of Management and Business of PU are (https://elearning.unipo.sk/): - https://pc1254.fm.unipo.sk/moodle - Courses: Mathematics, Statistics, Informatics, Corporate Finance, Financial and Economic Analysis, Calculations and Budgets, Control and Controlling, Information Technology in Management and Management Information Systems, Case Studies in Digital Marketing- https://pc1254.fm.unipo.sk/moodle2/ - Courses: Macroeconomics, World Economy International Economic Relations, National Economy, Business Economics, Entrepreneurship in Small and Medium Enterprises.In the transition from face-to-face to distance learning, educators have also started using the MS Teams platform through MS Office 365. Meetings, teams were created within the subject, separately for lecture and separately for seminar. Special teams were also created for consultation with students. During the examination period, the examination is conducted through MS Teams, MS Forms, Moodle. |

1. Partners of the university in the provision of educational activities of the study programme and characteristics of their participation.

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| The Faculty of Management and Business of the PU has established an extensive network of Student Practice, Practical Training and Research Transfer Centres, where students can carry out professional practice on the basis of cooperation agreements. Thanks to the Student Practice Centres, the Faculty of Management and Business enables students not only to have intensive contact with companies, but above all to verify the use of their knowledge in practice, to confront the knowledge acquired during their studies with practice. Representatives of the above-mentioned centres also offer a number of themes for final and diploma theses. It is also when students solve these theses that the transfer of research results to the practice of enterprises and other organizations naturally occurs. The list of centres is as follows (see <https://www.studujmanazment.sk/strediska-studentskej-praxe.php>):

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| * Smokovec a.s.
* Kúpele Vyšné Ružbachy, a.s.
* KVETY.SK s.r.o.
* Learn2Code, o.z.
* MCK+ s. r. o.
* Mesto Lipany
* Mesto Veľký Šariš
* Mesto Vysoké Tatry
* Metrostav Slovakia a.s.
* Motor-Car Presov, s.r.o.
* Mgr. MVDr. Pavol Kovaľ
* MXM, spol. s.r.o.
* Obec Kvakovce - Obecný úrad
* OOCR Šariš – Oblastná organizácia cestovného ruchu Región Šariš
* Opálové bane Libanka, s.r.o.
* Alexandra Hotel \*\*\*\* - Púchov
* Alexandra Wellness Hotel \*\*\* - Liptovský Ján
* Asociácia Duálneho Vzdelávania
* Asociácia zamestnávateľských zväzov a združení SR
* ATANA club, s.r.o.
* Atena – Personal Consulting s.r.o.
* BAMIDA, s.r.o.
* Bardejovské Kúpele a.s.
* COOP Jednota Presov, s.d.
* COUPONZONE, s.r.o.
* Dukla Destination n.o.
* EKO-FBB, s.r.o.
* ELCOM, s.r.o.
* Energia plus s.r.o.
* FECUPRAL, spol. s r.o.
* FusionGroup, s.r.o.
* Environmentálna Energetická Agentúra, n.o.
* GEMOR FASHION s.r.o.
* GOHR, s.r.o.
* HARČÁR a partneri s.r.o.
 | * HILTI Slovakia spol. s.r.o.
* Hotel DIXON \*\*\*\*
* Hotel Dukla, a.s.
* Hotel \*\*\* SOREA TITRIS
* CHIMNEY´S, s.r.o.
* IT-Solution4You, s.r.o.
* InSAR Technology
* JSP consult, a.s.
* KuGu PARTNERS
* KOCR Sverovýchod Slovenska - Krajská organizácia cestovného ruchu
* Kúpele Nový
* Outdoorpark, s.r.o
* PEhAES, spol. s r.o.
* Pharmacy - BR, spol. s r.o.
* PK Auto, spol. s.r.o.
* PKO Presov
* Plzeňský Prazdroj Slovensko, a.s.
* PRELIKA, a.s.
* Promiseo, s.r.o.
* Rocks, s.r.o.
* SAD Presov a.s.
* Sanatórium Tatranská Kotlina, n.o.
* Schneider Pharma, s.r.o.
* SLOVEXA PD - Kapušany, s.r.o.
* Smash, s.r.o.
* Sociálna poisťovňa Presov
* SPINEA, s.r.o.
* Súkromná stredná odborná škola, Pod Kalváriou Presov
* TOMARK, s.r.o.
* Vector Invest, s.r.o.
* Výskumno vzdelávacie centrum bioenergie
* Zväz automobilového priemyslu SR
* Zväz cestovného ruchu SR
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The Faculty has concluded agreements with foreign institutions that offer students the opportunity to complete internships. Foreign partners of the faculty for students' foreign internship who promote, arrange and organize foreign internship: Sani/Ikos Group - Greece, Sani and Ikos resorts (contact: [careers@saniresort.gr](https://www.unipo.sk/fakulta-manazmentu/vzdelavanie/informacieprestudentova/zaverstudia/zaverecneprace), careers@ikosresorts.com)Europe3000 - Italy (contact: info@europe3000.it)Sutledge Placement Consultants – Ireland (contact: georgestone19@hotmail.com)Asterias Beach Hotel - Cyprus (contact: marinos@asteriashotels.com)La Sisa Agencia - Spain (contact: [zuzana@lasisagencia.sk](https://www.portalvs.sk/regzam/detail/6729))Thanks to long-established relationships with practitioners, lectures by invited guests are held regularly.  |

1. Characteristics of social, sporting, cultural, spiritual and community facilities.

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| University students have the opportunity for leisure-time sports activities in PU sports facilities such as a swimming pool, gym, multi-purpose sports complex, or multifunctional playground. In both semesters of the calendar year 2019, the Faculty of Sports organised the PU University Mix Volleyball League and PU Football Mini-League for the students of the university, which are in constant demand. The University Sports Days organized by the Faculty of Sports also have a long tradition, with almost 600 students actively participating in 2019. University students can also develop their sporting interests in several sports clubs and clubs of TJ Slávia PU Presov. Its membership base consists of around 300 athletes every year. Every year, the Faculty of Sports also organises a number of periodic and non-periodic sports and sports-educational activities not only for students, but also for the general public of different ages (Spring Run; Children's Sports Olympics of kindergartens; Olympic Pentathlon for seniors; Olympic Day Run; Sportsman's Run; ProSenior movement programme and others). In the implementation of these activities, the Faculty of Sports cooperates with students, the Olympic Club Presov and the City of Presov.There are 11 artistic ensembles at the University of Presov, which are members of the Council for Artistic Activities of the University. They operate at individual faculties of the university, whose professional guarantors are artistic directors. The members of the ensembles are mostly students of the University. The University's artistic ensembles are an example of the use of free time of university students, representing the University at domestic and international artistic events such as: academic competitions, shows, festivals, TV and radio performances, recordings, they significantly influence the cultural and social life of the university by independent performances and performances at university-wide and faculty ceremonial events, they represent and create the image of the university within the city of Presov, the Presov region, nationally and internationally.The University Pastoral Centre of Dr. Štefan Hesek in Presov (hereafter UPC) http://upc.unipo.sk/ is part of the nationwide network of university pastoral centres. Its main task is to care for the spiritual needs of university students and teachers. For its activities at PU, UPC uses the chapel in the ŠD on 17. Novembra Street, the TV room in ŠD Exnárová 36 and the premises of aula 100 at FHPV. GREEK CATHOLIC YOUTH PASTORAL CENTRE The Greek Catholic Youth Pastoral Centre (GMPC) www.gmpc.grkatpo.sk, founded by the Archbishop's Office in Presov, is also active in the spiritual sphere at PU. GMPC cooperates very intensively with the GTF PU and offers various leisure activities. The role of this centre is to offer mostly young people working and studying in the city of Presov a space to meet together, to engage in dialogue, to live their faith more fully as well as to live their mutuality with each other and with the world. This is done on the basis of friendship, conversations, talks, invited lectures, spiritual and leisure activities. |

1. Opportunities and conditions for students of the study programme to participate in mobility and internships (with contact details), application guidelines, rules for the recognition of this learning.

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| **Erasmus+ mobility - conditions:** A student who is a citizen of the Slovak Republic, or of a country of the European Union, or of other countries participating in the ERASMUS+ Programme and is a student (enrolled in a given academic year) of a higher education institution in the Slovak Republic may apply for a mobility grant, who has been awarded an Erasmus Charter (ECHE), or who is a citizen of another country, who is a student of a comprehensive bachelor, master or doctoral programme (enrolled in a given academic year) of a higher education institution in the Slovak Republic which has been awarded an Erasmus Charter (ECHE).The External Relations and Marketing Department (Foreign Relations) at the PU Rector's Office informs each year the individual faculties, faculty and departmental coordinators as well as the students themselves about the possibilities of student mobility within the framework of the individual signed inter-institutional agreements. This information is also available on the faculty's website in the external relations section. Students wishing to take part in a study placement at a foreign university under the Erasmus+ programme must first of all meet the following student mobility criteria: - Mobility is open to students of all levels of higher education (Bc., Mgr., Ing., PhD.)- The student must be duly enrolled in full-time or part-time studies at the University of Presov.- The grant can only be awarded to a student who has completed the 1st year of university studies. However, he/she can apply for mobility already in the 1st year.- The mobility can last a minimum of 3 and a maximum of 12 months.- A student may participate in Erasmus+ mobilities (study placement + internship) of a total duration of 12 months at each level of study.**Obligations of a student wishing to go on mobility:** After submitting the mobility application form (with an attached Transcript of Studies and, if applicable, a motivation letter), the student will undergo a test or an interview. The student is obliged to select courses at the host institution in order to obtain a minimum of 30 credits in total. After consulting the website of the relevant foreign university and familiarising himself with its course offerings, the student personally discusses his choice and possible alternatives for taking the courses with the departmental coordinator (coordinator for the relevant study programme). The departmental coordinator assesses the conformity or similarity of the courses chosen by the student at the partner institution with the field of study and the curriculum at the home faculty. If this is not the case and the departmental coordinator does not approve the similarity of the courses, the courses will not be recognised as compulsory and compulsory elective courses (A and B block of courses in the study programme), but only as elective courses (C block of courses in the study programme). The student, together with the departmental coordinator, prepares the supporting material (Form - Proposal for Recognition of Study Content and Courses Taken in the Framework of Mobility), in which he/she lists the courses of the recommended study programme at FMB PU and, on the basis of the supporting material, completes the Learning Agreement for Studies (Learning Agreement), which lists the courses that the student will study at the partner university. The Learning Agreement specifies the content of the studies that will be recognised on return to the home university (specifying whether they will be recognised as compulsory, optional or elective). A student can only have a course recognised if he/she has a signed Credit Transfer Agreement (Note: Before departure, students must have signed and submitted Credit Transfer Agreements for each course they are expected to take as part of their studies at the foreign university) agreed and signed by the Departmental Coordinator. In the case of recognition of a course (taken in the framework of mobility) as an alternative to a compulsory or compulsory elective course at FMB PU, the Credit Transfer Agreement must also be signed by the teacher who provides the course at FMB PU (lectures/examines it) or the head of the department under whose responsibility the course is located. The student has the right to choose a course at the receiving institution, which is offered by the home faculty also in the higher year of study in the given study programme - after the assessment of the content match, the course will be recognised and the student is no longer obliged to take it in the higher year of study at home**.****Conditions for taking the course at the home institution (Faculty of Management and Business):**If the host university does not offer a suitable alternative course to the course of the study programme at the Faculty of Management and Business, the student is obliged to take the course at the home institution or to re-enrol in it in the next year of study at the home faculty. In this case, it is the student's responsibility to contact each lecturer personally before leaving for mobility and to agree in advance on the conditions for taking the course. **Duties and tasks of the student during the mobility period:** If there is a change in the subjects listed in the Learning Agreement, the student shall immediately contact the departmental Erasmus coordinator and agree on the changes with him/her (using the Changes to Learning Agreement for Studies form), while for the newly enrolled subjects it is also necessary to sign the Credit Transfer Agreement form. **Responsibilities and tasks of the student after returning from mobility:** Upon return, the student shall immediately contact the faculty ECTS coordinator and give him/her a copy of the Learning Contract (including amendments) and a copy of the Transcript of Records. It is the student's obligation to deliver the above documents no later than 5 working days after returning from mobility. The Faculty ECTS Coordinator will ensure that the learning outcomes with the course codes and titles, as completed by the student at the host institution, are entered into the MAIS system and assigned to the student's study plan, as well as record the grade obtained by the student.**Erasmus+ placements:**A practical training placement is a period spent by a student in an enterprise or organisation in an Erasmus+ country. The aim of the traineeship is to help students adapt to the requirements of the European labour market, acquire professional skills and better understand the economic and social conditions of the host country in the context of gaining work experience.The internship is open to students of the University of Presov (citizens of the Slovak Republic or other countries) who are duly enrolled in full-time or part-time studies at bachelor's, master's or doctoral level in a given year. A graduate traineeship is intended for students in their final year.Students who have already completed an Erasmus+ mobility in the past can also apply for a grant. However, the cumulative duration of the mobility (study, traineeship) must not exceed 12 months per degree level. The enterprises in which the traineeship takes place must meet the definition of an eligible enterprise: an enterprise is an organisation engaged in an economic activity in the public or private sector, whatever its size, legal form, the economic sector in which it operates, including the social sphere of the economy. Host institutions may be: (1) enterprises, large and small organisations; (2) public and private organisations, including social enterprises; (3) public/state institutions at local, regional or national level; (4) higher education institutions awarded an ECHE (Erasmus Charter), research centres; (5) non-profit institutions; (6) foundations/foundations; (7) associations; (8) schools/education centres at different levels (from pre-schools - kindergartens, through primary and secondary schools, including adult education); (9) social partners, including chambers of commerce; (10) craft/professional associations and trade unions; (11) career guidance institutions; (12) vocational training centres; (13) national diplomatic representations (embassies, consular representations, etc.); (14) national authorities; (15) national institutions for the development of the European Union; (16) national authorities for the development of the European Union; (17) national authorities for the development of the European Union; (18) national authorities for the development of the European Union. )The traineeship abroad will be fully recognised by the use of ECTS credits or a Diploma Supplement.More information on student mobility is available on the University of Presov website: [*https://www.unipo.sk/zahranicie/erasmus/studium/*](https://www.unipo.sk/public/media/5225/studijny-poriadok-pu-2018.pdf) a [*https://www.unipo.sk/zahranicie/erasmus/staze/*](https://www.unipo.sk/zahranicie/erasmus/staze/) **Erasmus+ coordinators - contact persons for the programme ERASMUS+, FMB PU:**1. doc. Ing. Viktória Ali-Taha, PhD. - Faculty ECTS coordinator; viktoria.ali-taha@unipo.sk; 4880 585;2. Ing. Kristína Šambronská, PhD. Department of Tourism and Hotel Management, kristina.sambronska@unipo.sk, 4880 5913. Mgr. Martin Rigelský, PhD. - Department of Business, Marketing and Business Psychology, martin.rigelsky@unipo.sk4. Ing. Michaela Harničárová, PhD. - Department of Management, michaela.sirkova@unipo.sk**University Erasmus+ programme coordinator:** Mgr. Vanda Tarbajová, vanda.tarbajova@unipo.sk |

1. **Required abilities and prerequisites of the applicant for the study programme**
2. Required competences and prerequisites for admission.

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| All information regarding the admission of applicants to the Bachelor's degree (admission requirements and the algorithm for ranking applicants) is published on the faculty's website(see https://www.unipo.sk/fakulta-manazmentu/informacie/uchadzaci/). For easier decision-making of applicants, the faculty also publishes the planned number of admitted applicants. The basic condition for admission to the studies is the acquisition of a complete secondary education or a complete secondary vocational education, including the matriculation examination. For foreign applicants for Bachelor's studies in the Slovak language, in addition to a full secondary education or a full secondary vocational education completed by the final examination, another condition for admission to the studies is the demonstration of linguistic competence to study the study programme in the Slovak language. |

1. Admission procedures.

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| The Study Regulations of the University of Presov in the second part - Study in the bachelor's study programme in, in Art. 6 in point 1-5, defines the admission procedure. The procedure for admission to undergraduate studies at all levels of study is regulated by the Rector's Measure No. 5/2021 Admission Procedure at: https://www.unipo.sk/public/media/0190/OR\_prijimacie\_konanie-2.docx.pdf.The admission procedure for first degree studies at the Faculty of Management and Business of the University of Presov is given on the Faculty's website, see https://www.unipo.sk/fakulta-manazmentu/informacie/uchadzaci/.The admission procedure for all applicants is conducted without an entrance examination. All those applicants who are ranked in the order of admission based on the algorithm will be admitted. The order of admission will be determined in the first step from the applicants registered on the basis of all types of school leaving certificates from all types of secondary school, according to the marks obtained in the school leaving certificates. The algorithm also incorporates the possibility of significantly improving the matriculation results by taking the optional SCIO test. Other bonuses that enter the algorithm are: bonuses for profiling subjects in the final exam (Mathematics and foreign language) and bonus for placement in the min. regional round of the Economic Olympiad. The algorithm also includes a coefficient for the type of secondary school attended.  |

1. Admission results for the most recent period.

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| The results of the admission procedure are not known due to the fact that this is a completely new and not yet implemented study programme. |

1. **Feedback on the quality of education provided**
2. Procedures for monitoring and evaluating students' views on the quality of the study programme.

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| Monitoring and evaluation of students' opinions on the quality of the study programme is carried out centrally through the MAIS system. At the end of each semester, students have the opportunity to participate in an anonymous survey and fill in a feedback questionnaire regarding: (1) the study programme (General Survey), (2) the subject survey, where individual subjects + lecturers are evaluated. Other ways of monitoring and evaluating students' views on the quality of the study programme include anonymous feedback surveys, which are carried out by lecturers in individual subjects. Graduates can also comment on the quality of study programmes (1 x per year, usually after state examinations) through a survey organised by the Rector's Office of the University of Presov. |

1. Results of student feedback and related measures to improve the quality of the study programme.

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| The results of the survey are discussed at the meetings of the FMB PU management, the Dean's College, as well as the FMB PU Scientific Council (as part of the Education Report). As this is a new or not yet implemented study programme, we do not have the results of the students' feedback.  |

1. Results of alumni feedback and related measures to improve the quality of the study programme.

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| Feedback from graduates is carried out through a survey organized by the Rector's Office of the University of Presov. One of the ways of obtaining feedback from FMB PU alumni is the Alumni Club (Alumni Club of the Faculty of Management and Business - https://www.unipo.sk/fakulta-manazmentu/hlavne-sekcie/fakulta/Alumni/), which serves as a communication channel between the faculty and its alumni, aimed at integrating alumni into the life of the faculty and communicating with them. |

1. **Links to other relevant internal regulations and information relating to the study or the student's programme of study** (e.g. study guide, accommodation regulations, fee guidelines, student loan guidelines, etc).

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| **Student mobility coordinators**In order to ensure student mobility, the Rector or the Dean, in the case of a faculty, appoints a coordinator from among university teachers or other university employees, whose task is, in particular, to participate in the preparation and implementation of international cooperation programmes in the field of education, to deal with tasks related to the sending and receiving of students, to provide advisory services to students on the possibilities of studying at other higher education institutions in the Slovak Republic and abroad**.** ([PU Study Regulations, Art. 19](https://www.portalvs.sk/regzam/detail/23245)). |

1. If the change is not a modification of the study programme pursuant to Section 30 of Act No. 269/2018 Coll. z. [↑](#footnote-ref-1)
2. Indicated only if the study programme has been granted accreditation pursuant to Section 30 of Act No. 269/2018 Coll. [↑](#footnote-ref-2)
3. According to the International Standard Classification of Education, Fields of education and practice 2013. [↑](#footnote-ref-3)
4. Pursuant to Section 60 of Act No. 131/2002 Coll. on Higher Education. [↑](#footnote-ref-4)
5. Languages in which all learning outcomes are achieved, all related subjects of the study programme and the state examination are carried out. The higher education institution shall separately indicate information on the possibility of studying partial units/courses in other languages in section 4 of the description. [↑](#footnote-ref-5)
6. The objectives of education are achieved in the study programme through measurable learning outcomes in individual parts (modules, subjects) of the study programme. They correspond to the relevant level of the Qualifications Framework in the European Higher Education Area. [↑](#footnote-ref-6)
7. In the case of regulated professions in accordance with the requirements for the acquisition of professional competence under a special regulation. [↑](#footnote-ref-7)
8. Selected characteristics of the study programme content may be listed directly in the Course Information Sheets or supplemented with information from the Course Information Sheets. [↑](#footnote-ref-8)
9. V súlade s vyhláškou č. 614/2002 Z. z. o kreditovom systéme štúdia a zákonom č. 131/2002 Z. z. o vysokých školách a o zmene a doplnení niektorých zákonov. [↑](#footnote-ref-9)