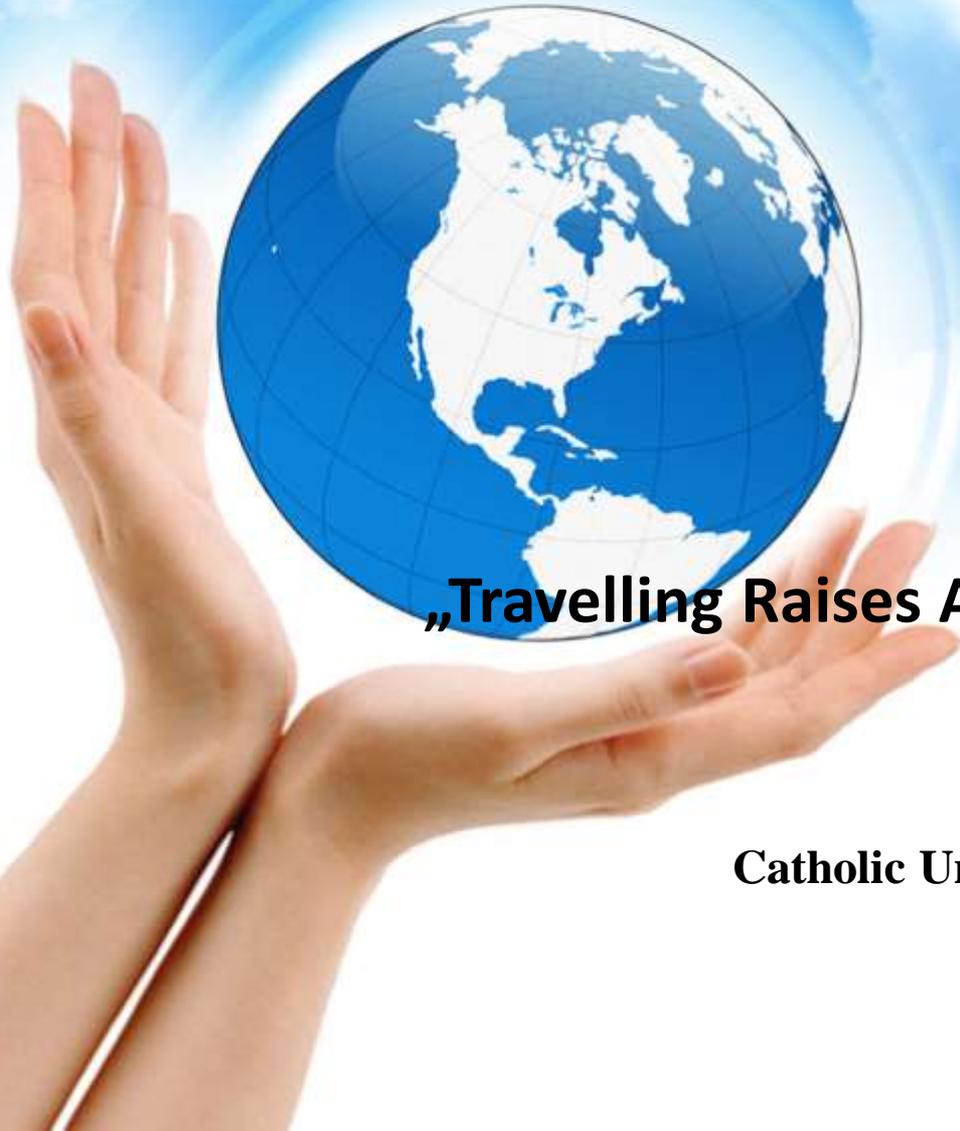




CATHOLIC UNIVERSITY IN RUZOMBEROK
Shaping minds and hearts



Lecture to the Project „Travelling Raises An Inclusive Partnership“

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Department of Management



Contents of the lecture:

1. A few words about me...

2. The Bologna Process, launched by the Bologna Declaration (1999) and evaluated every three years in ministerial conferences, aims to establish a more comparable, compatible and coherent system in European higher education (*see more within presentation*)

3. The European Credit Transfer and Accumulation System (*ECTS*) (*see more within presentation*)

4. Examples of the best practice:

-presentation of study program 3.3.15 Management in study branch

5. Economics and management on bachelor level

-presentation of study program 3.3.16 Economics and management of enterprise in study branch 8. Economics and management on master level in relation to the Management of Tourism

6. Profile of graduates and their application in practice

7. Recognition of student's documents from foreign universities in Slovakia

Discussion

Conclusions



A few words about me.....

- **an university professor in study program Economics and Management of Enterprise**
- **labor experiences on domestic and international fields**
- **study stays, etc.**

1 Introduction of the of the Slovak Accreditation Agency for Higher Education

more available at <https://saavs.sk/agency/mission-of-the-agency/>)



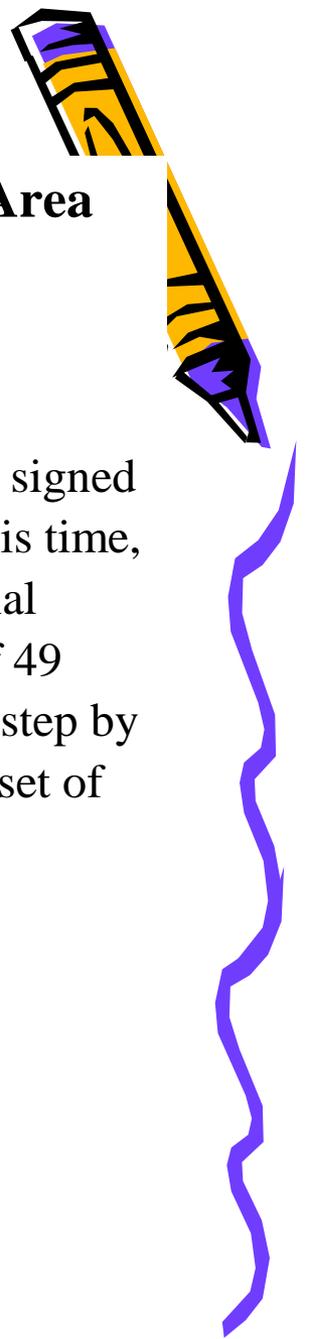
- The Slovak Accreditation Agency for Higher Education is a newly established public institution whose task is to perform external quality assurance activities in higher education in the Slovak Republic. It was established by Act no. 269/2018 Coll. (the Quality Act) as a legal entity based in Bratislava.
- The mission of the Agency is to contribute to improving the quality of higher education through modern tools following the European Standards for Quality Assurance in Higher Education (ESG 2015).

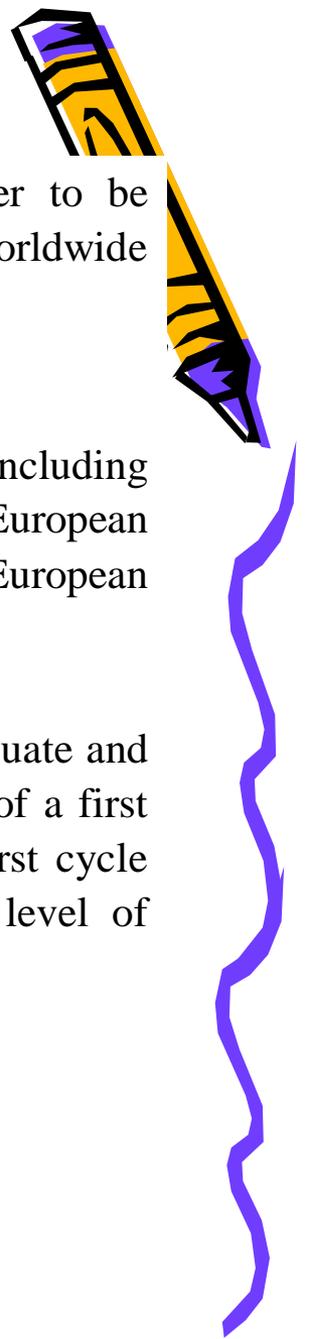
Approval of study programmes

- **1.** A study programme is approved in accordance with the formalized processes of the internal system. The review and approval of a study programme involving students, employers and other stakeholders are guaranteed to be independent, objective, professional, transparent and fair. The persons reviewing and approving the study programme must be different from the persons preparing the study programme proposal.

2 The *Bologna Process* and the European Higher Education Area

The Bologna Process was officially launched by the Bologna Declaration, signed by 31 Ministers responsible for higher education in 1999 in Bologna. At this time, the European Higher Education Area (EHEA) is a unique international collaboration on higher education and the result of the political will of 49 countries with different political, cultural and academic traditions, which, step by step during the last twenty years, built an area implementing a common set of commitments: structural reforms and shared tools.

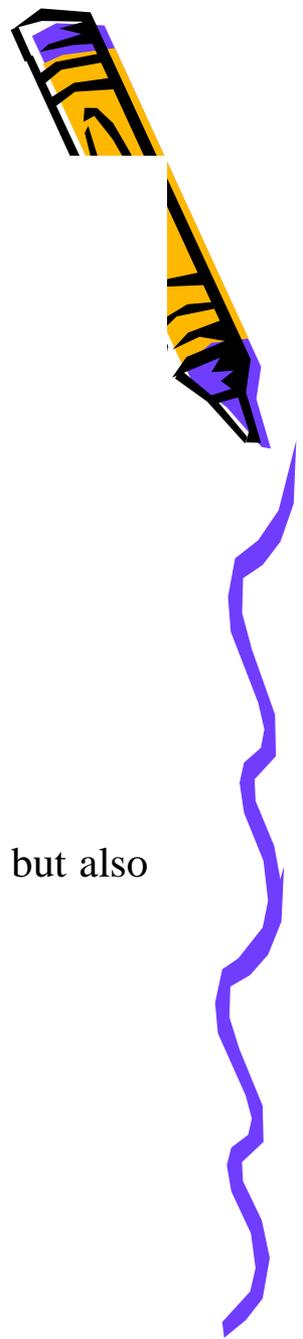




The Bologna Declaration set out the objectives that the signatories consider to be primarily in the creation of a European area of higher education and in the worldwide support of the European higher education system (ERA):

- Adoption of a system of easy-to-read and comparable academic degrees - including through Diploma Supplements - in order to support the opportunities for European citizens to enter the labor market and the international competitiveness of European higher education systems.
- Adoption of a study system based essentially on two main cycles - undergraduate and graduate. Access to the second cycle will require the successful completion of a first cycle of studies lasting at least three years. The degree awarded after the first cycle should also be relevant to the European labor market as an appropriate level of qualification.

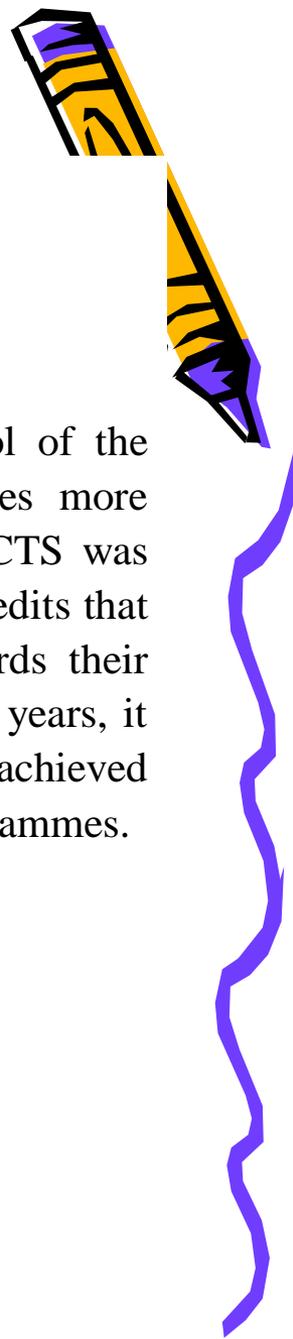




Results of Bologna Declaration:

- University studies were divided into three levels:
 - *bachelor's degree,*
 - *master's degree,*
 - *doctoral studies.*
- Recognition of diplomas and degrees not only helps the academic community, but also puts candidates on an equal footing when looking for a job.

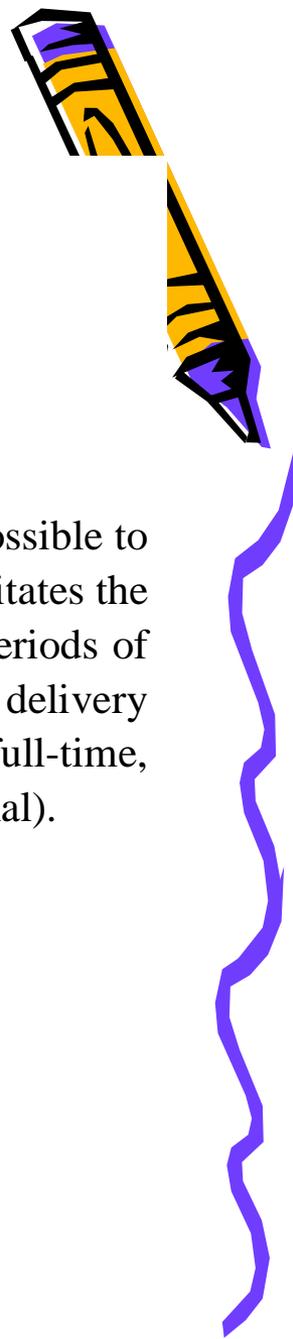




3 The European Credit Transfer and Accumulation System (ECTS):

- The European Credit Transfer and Accumulation System (ECTS) is a tool of the European Higher Education Area (EHEA) for making studies and courses more transparent and thus helping to enhance the quality of higher education. ECTS was instituted in 1989, within the Erasmus programme, as a way of transferring credits that students earned during their studies abroad into credits that counted towards their degree, on their return to studying in their home institution. In the following years, it came to be used not only for transferring credits, on the basis of workload and achieved learning outcomes, but also for accumulating them in institutions' degree programmes.

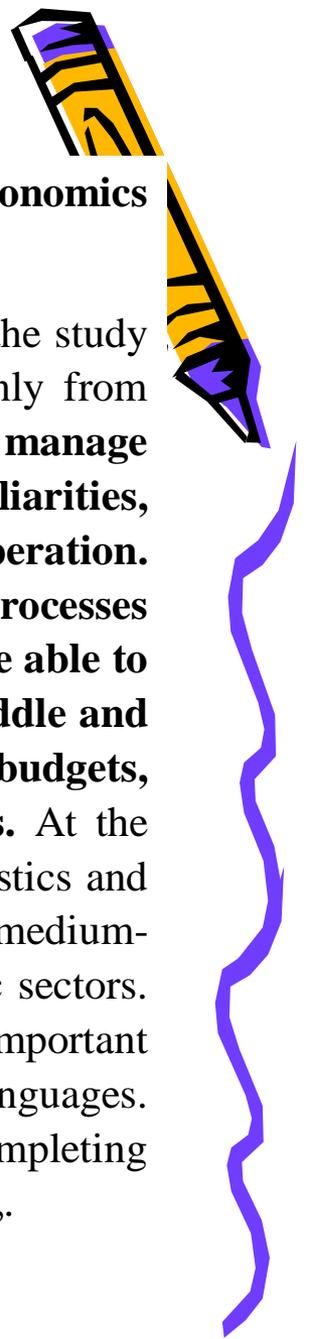




Continued... **The European Credit Transfer and Accumulation System (ECTS)**

- ECTS helps in the design, description and delivery of programmes, makes it possible to integrate different types of learning in a lifelong learning perspective, and facilitates the mobility of students by easing the process of recognising qualifications and periods of study. ECTS can be applied to all programmes, whatever the mode of delivery (classroom-based, work-based, distance learning) or the status of students (full-time, part-time), and to all kinds of learning contexts (formal, non-formal and informal).

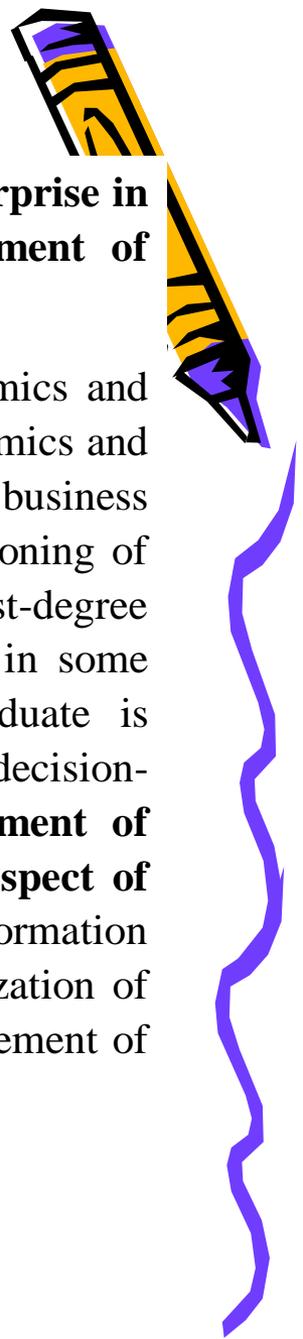




3.1 Presentation of study program 3.3.15 Management in study branch 8. Economics and management on bachelor level – Department of Management

By completing the study program 3.3.15 Management (1st level of study) within the study field 8. Economics and management graduates will gain basic knowledge mainly from management, economics and marketing. **They are able to make decisions, manage groups of people, quickly adapt and acquire sectoral and sectoral peculiarities, identify and analyze management and material problems in their area of operation. Furthermore, they will be able to analyze simple economic phenomena and processes in the company and its surroundings and make managerial decisions. They are able to solve medium-sized tasks in various managerial positions at the lower and middle and lower levels of business management in the field of calculations and budgets, production management, planning and organization of the business process.** At the same time they will gain knowledge in the field of accounting, mathematics, statistics and informatics. It is assumed that they will find their application mainly in small and medium-sized enterprises, but also in various types of enterprises in the private and public sectors. As the internationalization of the business environment is at the forefront, it is important that they acquire language skills through professional communication in foreign languages. Graduate of the study program 3.3.15 Management is qualified to perform after completing the first degree of the university program and obtaining the title of "Bachelor (Bc.),,"

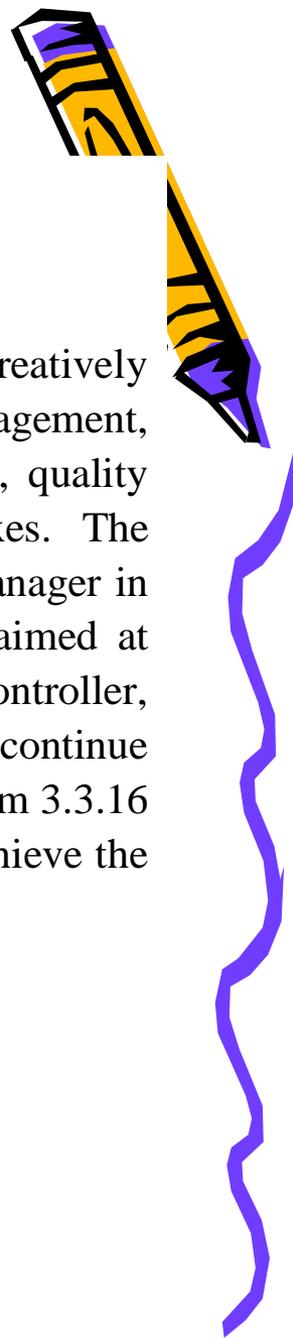




3.2 Presentation of study program 3.3.16 Economics and management of enterprise in study branch 8. Economics and management on master level – Department of Management

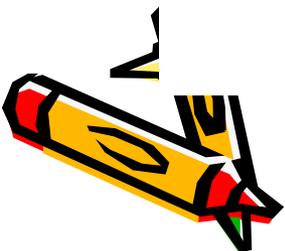
- Graduate of the second level of study in the study program 3.3.16 Economics and Business Management (2nd level of study) within the study program 8. Economics and Business Management can analyze complex economic relationships in business processes, design and implement managerial decisions concerning the functioning of these processes. It is assumed that the graduate has completed a first-degree (bachelor's) study in the field of study 8. Economics and Management or in some related field of study. At the level of theoretical knowledge, the graduate is characterized by a high degree of creativity and independence in managerial decision-making. **He has deep knowledge not only in the operational management of companies but also in the field of strategic decision-making from the aspect of globalization of the economy.** Masters the issue of working with complex information systems in companies, demonstrates a high degree of mastery of the organization of managerial work. He can perform various managerial functions of top management of the company as a universalist manager or a specialist.



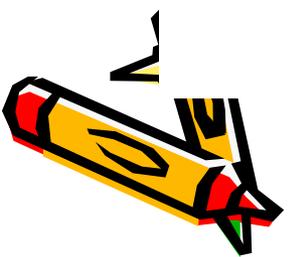
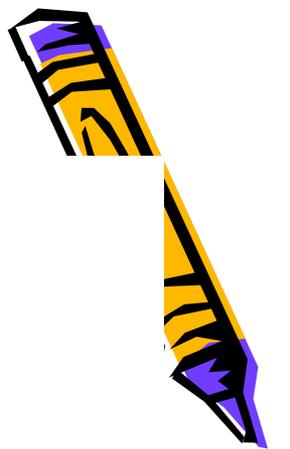


Continued ...3.2

- At the level of practical knowledge, the graduate will gain the ability to creatively apply in practice knowledge of strategic management, international management, financial management, organization of managerial work, corporate logistics, quality management, project management, internal controlling and business taxes. The graduate is qualified to perform the profession of top manager and middle manager in the company, consultant able to perform independent consulting activities aimed at management, organization, sales in domestic and foreign markets, corporate controller, international management expert, independent researcher, respectively . continue education at the 3rd level of university studies. By completing the study program 3.3.16 Economics and Business Management at the second level of study, he will achieve the title of "master (Mgr.)".



The study programmes with the core courses, optional courses and elective courses will be presented within the lecture with regard to the bachelor and master level.



Study program 3.3.15 Management

(Full time study) – 1/2

Core courses in general	Credits	Year of Study	Semester
Information and Communication Technologies I.	1	1	W
Spirituality I.	1	1	W
Basic topics of theology	2	1	W
Basic topics of the Bible	2	2	W
Spirituality II.	1	2	S
Compulsory optional courses			
Information and Communication Technologies II.	1	1	S
Information and Communication Technologies III.	1	2	W

Study program 3.3.15 Management

(Full time study) – 2/2

Core courses	Credits	Year of Study	Semester
Microeconomics I.	5	1	W
Business Economics	4	1	W
Informatics	4	1	W
Mathematics I.	5	1	W
Business Law	4	1	W
Macroeconomics I.	5	1	S
Mathematics II.	5	1	S
Labour Law	4	1	S
Management I.	6	1	S
Operational Management	5	2	W



Study programmes at the Department of Management, Faculty of Education, Catholic University in Ruzomberok (Slovakia)

Study program 3.3.16 Economics and Management of Enterprise - Master level

(Full time study) 1/2

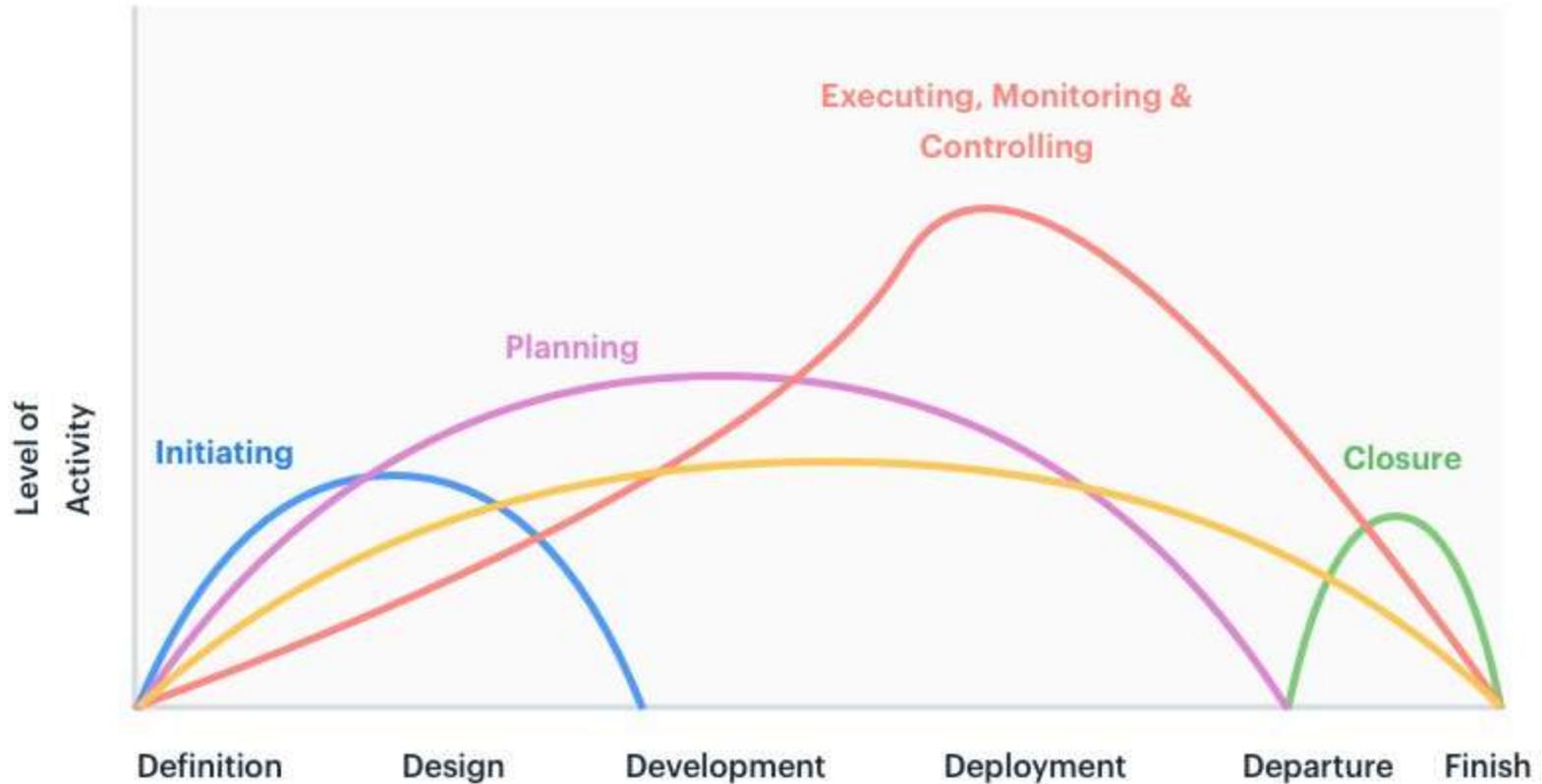
Core courses	Credits	Year of Study	Semester
Strategic Management	7	1	W
Financial Management	6	1	W
International Management and Entrepreneurship	6	1	W
Logistics	4	1	S
Marketing Strategy	5	1	S
Project Management	4	1	S
Financial Analysis and Financial planning	6	2	W
Management of Quality	7	2	W
Organization of Managerial Work	6	2	W
Business Risk	6	2	W
Business Taxes	6	2	W

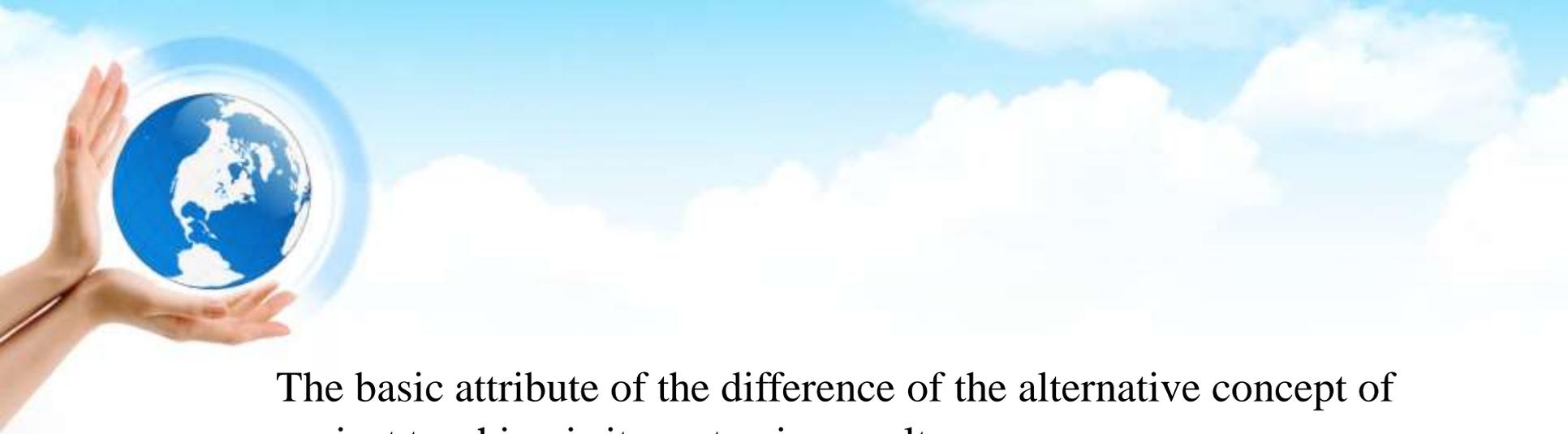


What is the Project Management and its Application...

- Project management is defined as the process of steering a project from the start through its lifecycle. The main objective of project management is to complete a project within the established goals of time, budget, and quality. Projects have life cycles since they aren't intended to last forever. A project management life cycle starts when the project is initiated and ends when the project is either completed or terminated in one way or another.
- Project management methodology offers a clear project roadmap that lists all the steps required to deliver a project successfully. These project methodologies or techniques provide a defined governance structure, process guidelines, test activities, processes, and deliverables. They take a well-detailed, rigid, and repeatable approach towards project management.

The Project management life cycle



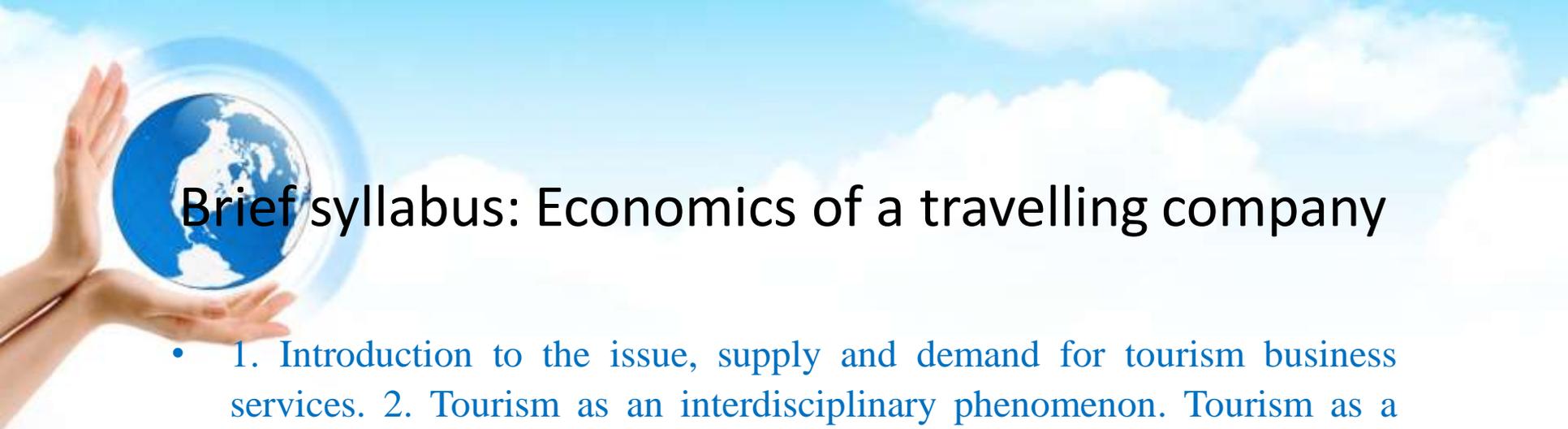


The basic attribute of the difference of the alternative concept of project teaching is its systemic novelty

The key concept of project teaching is integration.

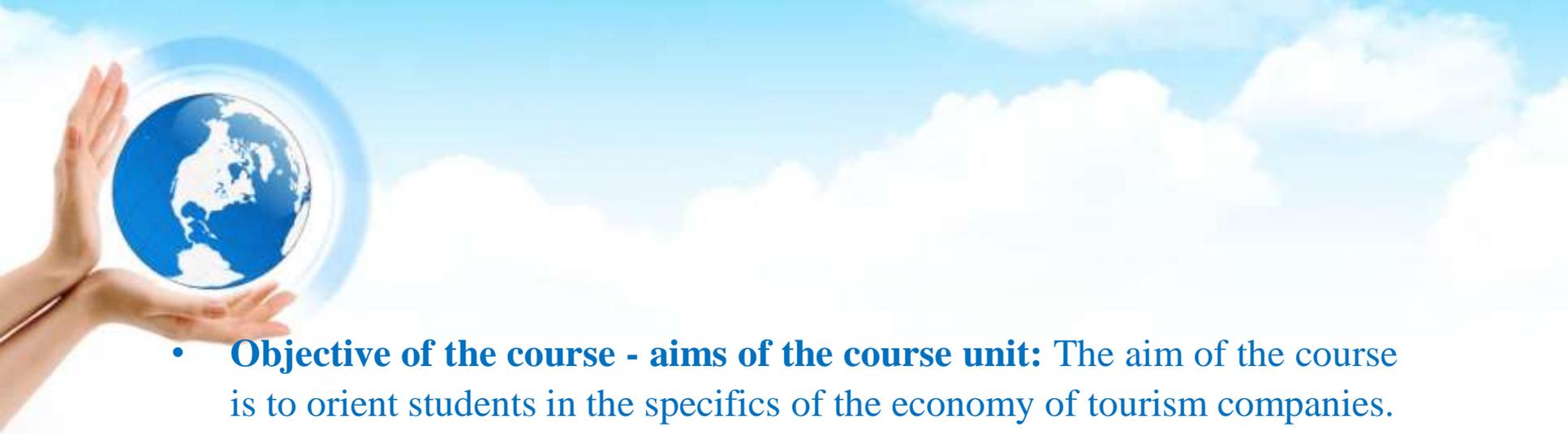
The goals are focused mainly on cognitive functions according to Bloom (knowledge, understanding, application, analysis, synthesis, evaluation)

Process of project preparation in practice....Business Plan....from the viewpoint of tourism...



Brief syllabus: Economics of a travelling company

- 1. Introduction to the issue, supply and demand for tourism business services. 2. Tourism as an interdisciplinary phenomenon. Tourism as a system. 3. Demand for tourism - the essence, factors and structure. 4. Tourism offer - nature, factors and classification. 5. Tourism product. **6. Business plan and business plan in a tourism company.** 7. Objectives of a tourism company. 8. Property of a tourism company. Company asset structure, long-term company assets, short-term (current) assets. 9. Employees and their remuneration in the tourism company. 10. Revenues and costs in a tourism company. Their structure and division. 11. Price and pricing in a tourism company. 12. Calculations of prices of temporary accommodation, calculations of prices of food and beverages, calculations of prices of additional services. 13. Economic result, economy and profitability, investments in a tourism company.

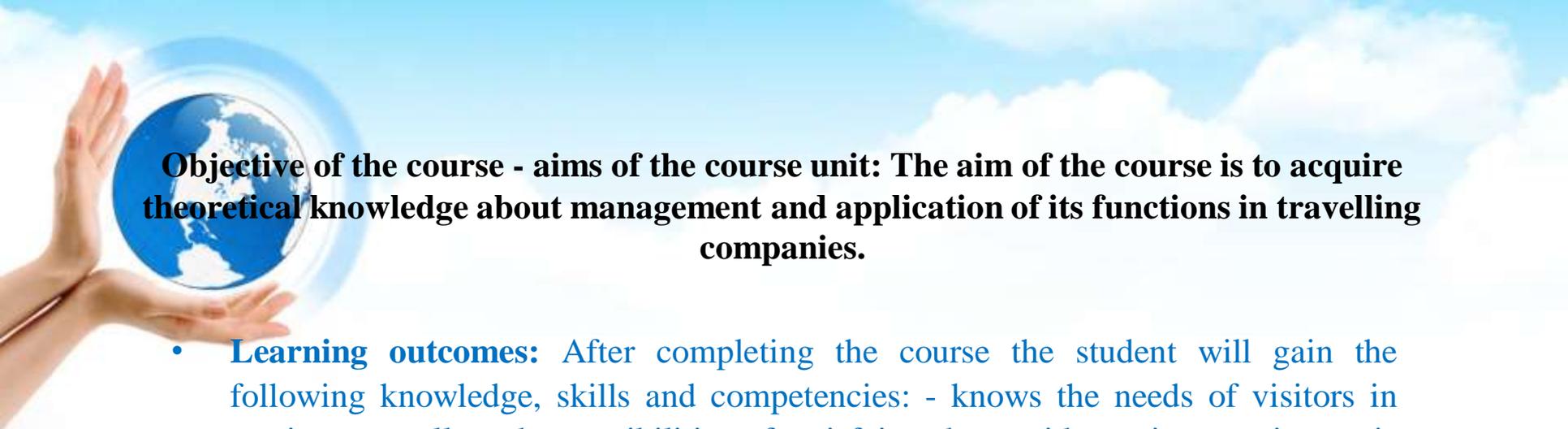


- **Objective of the course - aims of the course unit:** The aim of the course is to orient students in the specifics of the economy of tourism companies.
- **Learning outcomes:** After completing the course the student will gain the following knowledge, skills and competencies: - knows the nature, functions and classification of tourism enterprises, - knows the elements surrounding the tourism business, - **is able to draw up a business plan and a business plan for a travelling company**, - is able to formulate the goals of a tourism company, - knows the structure of the company's assets, - knows the methods of remuneration of employees in the tourism company, - can break down revenues and costs in a tourism business, - can set prices for tourism products, - controls the calculation of temporary accommodation prices, the calculation of food and beverage prices, the calculation of ancillary services prices, - controls pricing in travel agencies and agencies.



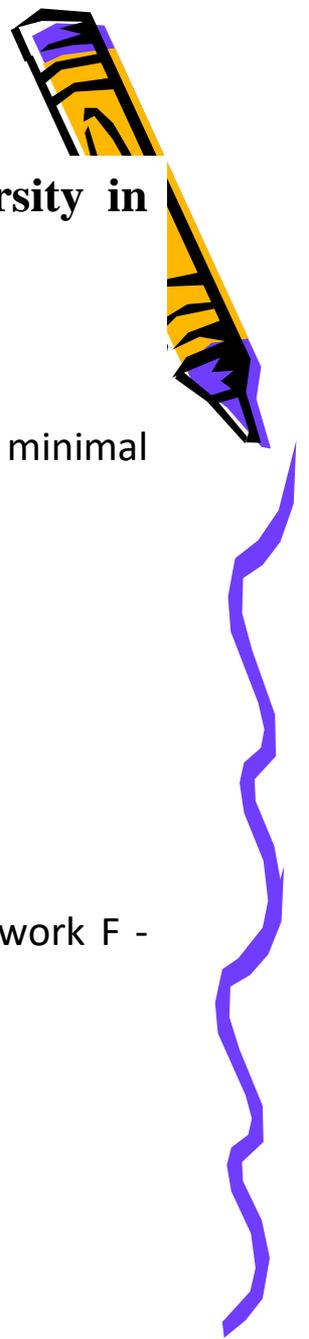
Brief syllabus: Management of a travelling company

1. The needs of tourism visitors and their satisfaction by tourism services. 2. Tourism services - nature, peculiarities and classification. 3. Accommodation facilities services. Categorization of accommodation facilities and specifics of individual categories. 4. Material and technical conditions for the provision of accommodation services. Accommodation facility management. 5. Hotel association and international hotel companies. 6. Catering services in tourism. Material and technical conditions for the provision of catering services. 7. Management of catering facilities. Categories of hospitality outlets. 8. Supply and sale of catering equipment. 9. New trends in international gastronomy. 10. Management of travel agencies and travel agencies. Importance and functions of travel agencies. 11. Travel agency product. 12. Guide activity as a part of tourism product. 13. Animation in tourism.



Objective of the course - aims of the course unit: The aim of the course is to acquire theoretical knowledge about management and application of its functions in travelling companies.

- **Learning outcomes:** After completing the course the student will gain the following knowledge, skills and competencies: - knows the needs of visitors in tourism as well as the possibilities of satisfying them with tourism services, - is able to classify tourism services and assess their specificities in relation to the tourism market, - knows the categories of accommodation establishments and the technology for providing services in those establishments, - assess new trends in international tourism and their impact on the management of accommodation facilities in the Slovak Republic, - can apply the categorization of hospitality facilities in practice, - can create an offer of a specific hospitality facility depending on its category, - knows the services of catering establishments which correspond to their respective categories, - knows new trends in international gastronomy, - knows the classification of travel agents, their services and their application on the market, - is able to create a travel agency product, ensure its promotion and distribution within the national tourism market.



The evaluation of unit course – the example from Catholic University in Ruzomberok based on ECTS system:

Degree

- A 100 – 93 % **Excellent:** excellent results with minimal I miss her with minimal mistakes
- B 92 – 85 % **Very good:** above average standard with some mistakes
- C 84 – 77 % **Good:** general work with a number of errors
- D 76 – 69 % **Satisfactory:** acceptable, but with considerable shortcomings
- E 68 – 60 % **Sufficient:** results meet the minimum criteria
- FX 59 – 0 % **Insufficient:** to be allocated credit may be require additional work F - Insufficient: requires with a lot of additional work





Study program: Economics and Management of Tourism

is providing by University of Matej Bell in Banská Bystrica:

- **Graduate profile:** Thanks to the acquired economic education, practical general and professional knowledge and intensive language training, the graduates of the faculty are excellently applied at home and abroad in economic and management positions at the level of middle and top management in tourism, business, tax and customs institutions, institutions financial market, commercial banking, public service and regional development organizations, public administration and self-government.



Some selected courses:

- Project Management in Tourism
- Tourism Management and Marketing (Manažment a marketing cestovného ruchu)
- Cultural and Urban Tourism (Kultúrny a mestský cestovný ruch)
- Destination Management (Manažment cieľového miesta)
- Strategies and Regional Tourism Planning (Strategické a regionálne plánovanie v CR)



The study programmes with the core courses, optional courses and elective courses will be presented within the lecture with regard to the bachelor and master level.

More information will be explained within the presentation.

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