

MBA study is organized as a paid two-years' part-time study in **English language**. International team of teachers having professional experience in teaching MBA students in many countries has been involved in the tuition.

1 st Module: GENERAL ECONOMICS & BUSINESS LAW

The module aim is to enhance the students' career in international agribusiness and commerce by giving a clear understanding of the principles and practice in Economics and Law. Students, on completion of the course, will be ready to make a greater contribution to the Economy and Business Law of their existing organizations and be capable to develop a successful career elsewhere.

The course objectives are as follows: to give the students understanding of economic principles and their effect on business, to teach students what has economics got to do with business and why do students heading for a business career need to study economics, to teach students to be oriented in economic categories that explain firms decisions making, to teach the students how to use the economic tools and concepts in the analysis and evaluation of public policies affecting agriculture, food industry, natural resources and the environment, to teach students to understand the background of Business Enterprises (establishment, formation, dissolution and disappearance of company) and to understand the general law principles (ex. Business treaties –from types, requisites, establishment to withdrawal of treaties). Students will have acquired the skills which are necessary for understanding the Economics and the Business law as a whole.

Courses:

- **Introduction to economic policy:** prof. Wim Heijman
- **Business economics in practice :** doc. Ing. Natálie Turčeková, PhD.
- **Linkages in agri-food supply chain:** Ing. Zuzana Lajdová, PhD.
- **Agricultural production economics:** doc. Ing. Daniela Hupková, PhD.
- **Business law in practice:** prof. JUDr. Anna Bandlerová, PhD.

2nd Module: MARKETING AND TRADE

The module is designed to teach the principles of marketing and trade, to investigate and analyze market and trade opportunities, identify the potential and realistic goals and develop appropriate marketing strategies to reach such goals. Contents of the module reflects the importance of marketing in the process of market penetration, reaching competitive market position and finally, transferring consumer needs and wants into effective opportunities and profitable reactions at the home and international markets as well. As a part of the module the students will have a chance to come to contact with some innovative and untraditional marketing approaches as consumer neuroscience, sensory and aroma marketing are.

Courses:

- **Marketing in business practice:** prof. Ing. Ludmila Nagyová, Ing. Zdenka Kádeková, PhD.
- **Market research and innovative research techniques:** prof. Ing. Ludmila Nagyová, PhD., Ing. Jakub Berčík, PhD.
- **Marketing and consumer behavior at developed and emerging markets:** prof. Dr. Ing. Elena Horská, prof. Marija Cerjak, University of Zagreb

- **Agrarian markets, trade and trade techniques:** Ing. Patrik Rovný, PhD.
- **Modern approaches to marketing communication, retailing and services:** Prof. Ing. Ľudmila Nagyová, Ing. Ingrid Košičiarová, Phd., Ing. Johana Paluchová, PhD.

3rd Module: MANAGEMENT IN AGRIBUSINESS

The module Management in Agribusiness is aimed to improve the capabilities of leaders and managers of agro-food enterprises and producers associations, as well as those of government policy makers, NGOs and the private sector who provide technical assistance and agricultural extension. This module is addressed to the managers of agro-enterprises, to the businessmen dealing with management of the agricultural and food processing companies, as well as to the leaders of producers' associations, chambers etc., who are posing with experience in production and marketing of agricultural products. The module includes five courses such as Management in agro-business Strategic management in agro-business; Human Resource Management in Agro-business; Food Quality assurance and certification and the International management in agro-business. This module can be a help to strengthen producers, leaders and technician's capabilities in order to better respond to globalization and cope with the threats of increased competition, but also in order to respond to market and international trade opportunities. In particular, the module will deal with agro-food systems and chain organization's principles, planning for agro-food companies, as well as with human resource management in agro-business. The highlighted will be the drivers of the development trends in agriculture, the principal challenges, as well as the issues related to the international trade and to the food security.

Courses:

- **Management in agribusiness:** prof.h.c. doc. Ing. Mária Kadlečíková, CSc; Ing. Veronika Hrda, PhD.
- **Strategic management in agribusiness:** Ing. Tereza Balcarová, PhD.
- **Human resource management in agribusiness:** prof.h.c.doc. Ing. Mária Kadlečíková, CSc, Ing. Veronika Hrda, PhD., Assoc. Prof. Tatiana Litvinenko, PhD
- **Food quality assurance and certification:** Doc. Ing. Zuzana Kapsdorferová, PhD.
- **International management in agribusiness:** prof. Ing. Iveta Ubrežiová, PhD.

4th Module: ACCOUNTING AND FINANCE

This module provides students with knowledge on international accounting including financial statements and audit requirements. The second part focuses on introduction to finance, corporate finance and financial management.

Courses:

- **Theoretical basis of financial accounting:** Ing. Renáta Krajčírová, PhD.
- **IFRS and financial statements:** Ing. Renáta Krajčírová, PhD.
- **Theory of finance and corporate finance:** Ing. Marián Tóth, PhD.
- **Financial management and financial analysis:** Ing. Zuzana Čierna, PhD.

5th Module: BUSINESS INFORMATICS FOR AGRIBUSINESS

The Business Informatics module offers a balanced combination of the business and technology skills required by managers and team leaders in the modern world of computer-based business

and administration in agribusiness. The goal of the module is to fully integrate computer science and business administration into one field. Someone who is properly trained in business informatics can act as a bridge to connect management with the information side of a company. The module in Business Informatics for Agribusiness aims to teach students the analytical skills required to solve problems in business and economics based on the agribusiness case studies. The module qualifies students in the main areas of Information Recourses, Computer Data Processing, Business Modeling and Social Networks.

Courses:

- **Information recourses:** Mgr. Beáta Bellérová, PhD.
- **Computer data processing:** PaedDr. Peter Polakovič, PhD., Ing. Marcela Hallová, PhD.
- **Business modeling:** Ing. Martina Hanová, PhD., Ing. Renáta Benda Prokeínová, PhD.
- **Social networks:** Ing. Zdenka Kádeková, PhD.

6th Module: SUSTAINABLE AGRICULTURE AND RURAL DEVELOPMENT

Sustainable rural and agricultural development is increasingly related to the capacities of global, national, regional and local economies to change and to innovate. It is an interactive process involving multiple stakeholders and different source of knowledge and information. Agriculture and farming is a large and diverse economic sector playing a special role particularly in all types of rural economies. Besides understanding its economic role, it has also more functions in contemporary societies including specific social function and role in the rural development beyond globalization. For these reasons the module is specifically designed to give a complete focus to understanding of modern agriculture and rural development and to cover all the bases.

Courses:

- **Strategies and models of rural and agricultural sustainability:** doc. Mgr. Ing. Danka Moravčíková, PhD., prof. Ing. Pavol Schwarcz, PhD.
- **Reformed EU Rural Development Policy and Common Agricultural Policy for period 2014-2020:** prof. Ing. Pavol Schwarcz, PhD., Doc. dr. sc. Josip Juračak
- **Entrepreneurship and SMEs in agribusiness and rural areas:** Doc. dr. sc. Josip Juračak
- **Community based economies and farming systems in rural development:** doc. Mgr. Ing. Danka Moravčíková, PhD.

MBA PROJECT

To complete MBA the students will be required to submit and have accepted a report on some aspect of Agribusiness. This report, likely to be of around 15,000 - 20,000 words, will give them the opportunity to apply the knowledge and ideas they will have acquired within core courses, to a topic of their choice. They would be expected to choose a topic relevant to their business or employer. They may, however, use this opportunity to explore a new business opportunity or management concept. All projects will be assigned by a supervisor to guide students through their project.

Study materials for MBA students are available at moodle.uniag.sk (for MBA students and teachers only).