

Study Plans for Doctoral Studies Taught in English

(the academic year 2026/2027)

THE FIELD OF STUDY	THE STUDY PROGRAMME	MODE OF STUDY
Economics and Management	Management of International Business (in English)	full-time
	Marketing and Trade Management (in English)	full-time and part-time
	Tourism Management (in English)	full-time and part-time

DOCTORAL STUDY PLAN FOR FULL-TIME STUDY
Study programme – MANAGEMENT OF INTERNATIONAL BUSINESS (in English)
Study field - Economics and Management

Course Title	S e m e s t e r						Credit
	1.	2.	3.	4.	5.	6.	
STUDY SECTION							
International Business and Integration Processes	16 s						10
Methodology of Final Thesis	16 s						10
Applied Research Methods		16 s					10
International Trade - Actual Issues		16 s					10
International Business Strategy and Management			16 s				10
Elective Course			16 s				10
RESEARCH SECTION							
Creative Activity in Science I				20			
Creative Activity in Science II					40		
STATE EXAMS							
Project of Dissertation Thesis and Dissertation Examination				20			
Dissertation Thesis and its Defence					40		
Hours in a semester	32	32	32				96
Exams total	2	2	2				6
Credits total	20	20	20	40		80	180
ELECTIVE COURSES OF THE STUDY PROGRAMME							
Financial Operations in International Business							
Quantitative Methods in Empirical Research							
Macroeconomics of Open Economics							
Trade Operations in International Business							

DOCTORAL STUDY PLAN FOR FULL-TIME STUDY							
Study programme – MARKETING AND TRADE MANAGEMENT (in English)							
Study field - Economics and Management							
Course Title	S	e	m	e	s	t	e
	1.	2.	3.	4.	5.	6.	
STUDY SECTION							
Marketing Management and Processes	16 s						10
Principles and Methods of Scientific Work	16 s						10
Innovation Processes in Marketing		16 s					10
Neurostrategy in Marketing Management		16 s					10
Consulting and Interim Management			16 s				10
Elective Course			16 s				10
RESEARCH SECTION							
Creative Activity in Science I					20		
Creative Activity in Science II						40	
STATE EXAMS							
Project of Dissertation Thesis and Dissertation Examination					20		
Dissertation Thesis and its Defence						40	
Hours in a semester	32	32	32				96
Exams total	2	2	2				6
Credits total	20	20	20	40		80	180
ELECTIVE COURSES OF THE STUDY PROGRAMME							
Empirical Marketing Research							
Geomarketing							
Innovation and Project Management							
Strategic Marketing Communication							

DOCTORAL STUDY PLAN FOR PART-TIME STUDY							
Study programme – MARKETING AND TRADE MANAGEMENT (in English)							
Study field - Economics and Management							
Course Title	S	e	m	e	s	t	e
	1.	2.	3.	4.	5.	6.	
STUDY SECTION							
Marketing Management and Processes	16 s						10
Principles and Methods of Scientific Work	16 s						10
Innovation Processes in Marketing		16 s					10
Neurostrategy in Marketing Management		16 s					10
Consulting and Interim Management			16 s				10
Elective Course			16 s				10
RESEARCH SECTION							
Creative Activity in Science I					20		
Creative Activity in Science II						40	
STATE EXAMS							
Project of Dissertation Thesis and Dissertation Examination					20		
Dissertation Thesis and its Defence						40	
Hours in a semester	32	32	32				96
Exams total	2	2	2				6
Credits total	20	20	20	40		80	180
ELECTIVE COURSES OF THE STUDY PROGRAMME							
Empirical Marketing Research							
Geomarketing							
Innovation and Project Management							
Strategic Marketing Communication							

DOCTORAL STUDY PLAN FOR FULL-TIME STUDY
Study programme – TOURISM MANAGEMENT (in English)
Study field - Economics and Management

Course Title	S e m e s t e r						Credit
	1.	2.	3.	4.	5.	6.	
STUDY SECTION							
Sustainable Business Models	16 s						10
Scientific Work Creation	16 s						10
Tourism Economics		16 s					10
Strategic Management in Tourism		16 s					10
Applied Quantitative Methods in Travel and Tourism			16 s				10
Elective Course			16 s				10
RESEARCH SECTION							
Creative Activity in Science I				20			
Creative Activity in Science II						40	
STATE EXAMS							
Project of Dissertation Thesis and Dissertation Examination				20			
Dissertation Thesis and its Defence						40	
Hours in a semester	32	32	32				96
Exams total	2	2	2				6
Credits total	20	20	20	40		80	180
ELECTIVE COURSES OF THE STUDY PROGRAMME							
Development Human Resource Management in Tourism							
Modelling Efficiency of the Decision-making Units in Travel and Tourism							

DOCTORAL STUDY PLAN FOR PART-TIME STUDY
Study programme – TOURISM MANAGEMENT (in English)
Study field - Economics and Management

Course Title	S e m e s t e r								Credit
	1.	2.	3.	4.	5.	6.	7.	8.	
STUDY SECTION									
Sustainable Business Models	16 s								10
Scientific Work Creation	16 s								10
Tourism Economics		16 s							10
Strategic Management in Tourism		16 s							10
Applied Quantitative Methods in Travel and Tourism			16 s						10
Elective Course			16 s						10
RESEARCH SECTION									
Creative Activity in Science I				20					
Creative Activity in Science II								40	
STATE EXAMS									
Project of Dissertation Thesis and Dissertation Examination				20					
Dissertation Thesis and its Defence								40	
Hours in a semester	32	32	32						96
Exams total	2	2	2						6
Credits total	20	20	20	40				80	180
ELECTIVE COURSES OF THE STUDY PROGRAMME									
Development Human Resource Management in Tourism									
Modelling Efficiency of the Decision-making Units in Travel and Tourism									

Creative activity in science – credit allocation system¹

During the course of study, the doctoral student is required to obtain at least 60 credits for the completion of the scientific component as a creative activity in the field of science. After conversion using the coefficient of 0.5 credits = 1 point, this corresponds to a minimum of 120 points in accordance with the current internal regulation specifying the job duties in the area of publishing and scientific research activities for employees of the Bratislava University of Economics and Business in the positions of Professor, Associate Professor, and Assistant Professor, except for publications in journals on the ABDC (Australian Business Deans Council) list or the EUBA Star Journal List, for which the conversion factor of 1 credit = 1 point applies.

*Internal Directive of the Bratislava University of Economics and Business No. 6/2022 **Detailed Specification of Professional Duties Concerning Publication and Research Activities of EUBA Employees in Full Professor's, Associate Professor's and Assistant Professor's Positions***

https://euba.sk/www_write/files/SK/docs/interne-smernice/2022/2022_is_6_2022_detailed_specification_duties_prof_assocprof_assistants_prof.pdf

Annex – Creative activity in science – credit allocation system

CREATIVE ACTIVITY IN SCIENCE			
Categories	The content of the publication activity category is based on „Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No. 397/2020 Coll.”	Credits	Note
A	Book publications of the nature of a scientific monograph and other book publications registered in the Web of Science or Scopus database		
	Scientific monographs – foreign and domestic	125	scientific monograph is considered to be a publication in which the author has an authorial share of at least 3 AH
	Studies and chapters in scientific monographs – foreign and domestic	50	
	University textbooks – foreign and domestic	50	university textbook is considered to be a publication in which the author has an author's share of at least 3 AH
	Chapters in university textbooks – foreign and domestic	25	
	Professional book publications – foreign and domestic	25	
B	Publications in Current Contents Connect, in journals registered in the Web of Science (WoS) database, SCOPUS; Patent applications		
	Scientific and professional papers included in Q1	250	
	Scientific and professional papers included in Q2	175	
	Scientific and professional papers included in Q3	100	
	Scientific and professional papers included in Q4	50	
	Scientific and professional works with an indeterminate quartile	25	
C*	Book publications of the nature of a scientific monograph and other book publications not registered in the Web of Science or Scopus database		
	Scientific monographs – foreign and domestic	25	
	Studies and chapters in scientific monographs – foreign and domestic	12,5	
	University textbooks – foreign and domestic	25	
	Chapters in university textbooks – foreign and domestic	12,5	
	Professional book publications – foreign and domestic	12,5	
	Chapters in professional book publications – foreign and domestic	12,5	
	Textbooks, textbooks and review papers	12,5	
	Scientific papers in other journals, peer-reviewed scientific proceedings, peer-reviewed scientific monographs		
	Scientific papers in other journals – foreign	12	
	Scientific papers in peer-reviewed scientific proceedings, monographs – foreign	12	
	Scientific papers in other journals - domestic	7	+ 7.5 credits/author - in the case of publishing a paper in Economic Outlooks with a foreign co-author
	Scientific papers in peer-reviewed scientific proceedings, monographs – domestic	7	
	Other publications		
	Published invited papers at scientific conferences – foreign	12	
	Published papers at scientific conferences – foreign	12	+ 5 credits/author - in case of acceptance of the proceedings into WoS or Scopus
	Published invited papers at scientific conferences – domestic	7	
	Published papers at scientific conferences – domestic	7	

* In the event that a publication from category C has more authors, the total score will be divided among the coauthors according to their authorial share intended for the registration of the publication output in the Slovak Economic Library of the EUBA

¹ On 1 February 2022, the new Decree of the Ministry of Education, Science, Research and Sport of the Slovak Republic No. 397/2020 Coll. on the Central Register of Records of Publication Activities came into force, in which there are changes in the records of publication activities and responses to publication activities. The new decree fundamentally changes the categorization of the outputs of publishing activities and responses. Due to significant changes in the decree, the Slovak Economic Library of the UE in Bratislava will create space for a transitional period and implement records in a dual way in this calendar year, i.e. according to the decree according to Decree No. 456/2012 Coll. valid until 2021 and at the same time according to the new Decree No. 397/2020 Coll. (https://sek.euba.sk/www_write/files/publikacna_cinnost/EPC_Porovnanie_Kategorie_2022_2021.pdf). All the necessary information is available on the SEC website (<https://sek.euba.sk/publikacna-cinnost-eu>).