Contents

Aneta BOBENIC HINTOSOVA – Lucia DEMJANOVA Application of Subject International Management and International Enterprise in the Field of Specialization Economy and Company Management	9
Bohuslava MIHALČOVÁ – Viktória ŠUŠŇÁKOVÁ Application of the Subject Company Planning in Specialization Economy and Company Management	21
Michal PRUŽINSKÝ Place and Importance of the Subject Company Sales Strategy, Study Programme Company Financial Management, Specialization Economy and Comapany Management	27
Štefan ČARNICKÝ – Jaroslav DUGAS Place and Importance of the Subject Company Information Systems in Specialization Economy and Company Management	32
Martin MIZLA Place and Importance of the Subject Quallity Management in the Integrated System of the Study Specialization Economy and Company Management in Study Programme Company Financial Management	40
Monika ČONKOVÁ Teaching of Statistics at a Slovak and American University in a Non-Mathematic Specialization	47
Jozef GAJDOŠ Place and Importance of the Subject Company Logistics in Specialization Company Financial Management	56
Emília SPIŠÁKOVÁ Economic Policy	64
Pavol ANDREJOVSKÝ Teaching the Subject Environmental Economics in Comparison with Foreign Universities	75

Lýdia STANKOVIČ – Patrycja PUDŁO	
Evaluation of Simulation Games in the Subject Introduction to	
Management	85
a " or Brow"	
Cecília OLEXOVÁ	
Place and Importance of the Subject Human Resources Management in Specialization Economy and Company Management	95
Specialization Economy and Company Management)3
Jana NAŠČÁKOVÁ	
Application and Importance of the Subject Strategic Marketing in	
Specialization Trade Enterprise	109
Jaroslav DUGAS	
Teaching the Subject Management of Innovations at Universities with	
Economic Orientation	117
Lenka PČOLINSKÁ	
Place and Importance of the Subject Marketing Management in	
Specialization Company Financial Management	124
~ r	
Lenka DUBOVICKÁ	
Teaching the Subject Production and Operation Management in Europe and	
in the USA	134
Silvia MEGYESIOVÁ	
Interconnection of Theoretical Knowledge with Practical Analyses of the	
State of Economies through the Subject Economic Statistics	142