

**VYSOKÁ ŠKOLA  
MANAŽMENTU**

programs

**CityUniversity**  
of Seattle

## School of Management, City University of Seattle Programs

### Address

Panónska cesta 17, SK – 851 04 Bratislava

Established in 1999

**SHORT DESCRIPTION:** Short description: School of Management (Vysoká škola manažmentu – VŠM), is the first private school of management in Slovakia. VŠM was established by the law of the National Council of the Slovak Republic on December 1, 1999. It is accredited by the Ministry of Education of the Slovak Republic at the undergraduate, graduate and PhD. levels for academic programs in business management. VŠM closely cooperates with its US partner – City University of Seattle, which offers the Bachelor of Science in Business Administration (BSBA) and the Master of Business Administration programs (MBA), and its diplomas are fully accredited in the USA. VŠM offers its programs through various study formats including its highly innovative and standardized on-line program.

**SCIENTIFIC RESEARCH, INTERNATIONAL RELATIONS, PROJECTS:** The major research fields include: business and knowledge management, innovation



(64)



### Rector

prof. Ing. Edita Hekelová, PhD.

### Rector's office

+421 2 638 106 11

ehekelova@vsm.sk

www.vsm.sk

management, quality management, development of SMEs, family enterprises and start-ups in Slovakia and in VUCA world conditions, internationalization of Slovak companies and their competitiveness in the global market, digitalization of economy and its impact on enterprises, new marketing forms, human resource management and its new forms in the digital world, creative industry, management of non-profit organizations, green management, online management education, etc. The School has many international partners on the platform of ERASMUS+ programs in France, Spain, Austria, Finland etc., but also outside partners in the USA, for example City University Seattle, Central Washington University, etc. The faculty participates in the international projects or leads local projects, such as VEGA project, etc.



**26**  
scientific degree  
lecturers in 2019/20

**650**  
students in 2019/20



(65)