

Course descriptions

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COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-024/22	Course title: Audiovisual Production
Educational activities: Type of activities: training session Number of hours: per week: per level/semester: 52s Form of the course: combined	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: After completing the theoretical part of the course, students will prepare a project, the assignment and content of which will be consulted with the teacher of the course. By working on the project, students will demonstrate their ability to apply the theoretical knowledge in their own creation of an audiovisual work. The final assessment consists of: - an oral examination, in which students may obtain a maximum of 50 points. - a project, the assessment of which depends on the scope and quality of the project, which will be presented at the end of the course to the lecturers, students and possibly other interested professionals; students may obtain a maximum of 50 points for the project. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points	
Learning outcomes: Learn and practice the basics of working with image and sound, image and sound processing software, with an emphasis on use in video and music production, internet streaming, working with information and archiving digital data. Knowledge acquired: basic information about sound and image, analogue and digital recordings, audio formats, archiving and appropriate archiving media, conversion and distribution of image and audio formats, social networks suitable for distribution of image and audio formats. Skills acquired: image and sound recording, digitisation of analogue data, computer processing, editing, creation of profiles in social networks aimed at image and sound sharing, restoration of original recordings, creation of own works. The students will be able to use their knowledge not only in the realization of the final output, but also to some extent in the evaluation and analysis of audiovisual works.	
Class syllabus: Image - photography and video: 1. Technique, lens, settings. Camera, composition and framing. 2. Camera movement and types of shots. Lighting (exterior, interior). 3. Software. Import, file processing. 4. Cutting and assembly. Basic and advanced effects. 5. Image corrections. Subtitles and animation.	

6. Final video editing. Video export and formats Audio: 1. What is audio, ways to record audio. Hardware. 2. Audacity - program environment. 3. Installation types. Creating and saving a project. 4. Export and audio file formats. Effect generation, audio channels, mono, stereo. 5. Sound in space, equalizers, stimulated environments. Basic and advanced effects 6. Finalization, final editing. Export to different formats.					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 43					
A	B	C	D	E	FX
48,84	18,6	27,91	2,33	0,0	2,33
Lecturers: Mgr. Ľubomír Dzuriňák					
Last change: 31.12.2022					
Approved by:					

STATE EXAM DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-040/19	Course title: Bachelor Thesis Defence
Number of credits: 12	
Educational level: I.	
Course requirements: In order to pass the state examination, which consists of the defence of the bachelor's thesis and the colloquium debate, it is necessary for students to have completed the full content of the study programme and to submit the final thesis in the manner prescribed by the study regulations. The final thesis must meet all the requirements set out in the Rector's Directive of Comenius University in Bratislava on the basic requirements of final theses. The student has the right to get acquainted with the reports no later than three working days before the state examination. The result of the evaluation of the bachelor's thesis and its defence is decided by the committee at its closed session. The committee takes into account the evaluation of the thesis supervisor, the evaluation of the opponent, the complexity and time complexity of the problem solved, the originality of the results, the level of processing, the ability to respond to the questions raised in the discussion and also the level of presentation, and at the same time it also assesses the level of professional knowledge demonstrated in the course of the colloquial debate, with an emphasis on the ability to creatively approach problem solving and the ability to perceive the interrelationships. The committee shall decide on the overall result of the state examination and, taking into account the average during the course of the studies, the overall result of the studies.	
Learning outcomes: Through the bachelor thesis the student demonstrates the ability to work creatively, adequate knowledge of the subject under study and the ability to apply his/her knowledge in collecting, interpreting and processing the basic literature. It may also be a compilation, a synthetic review of the literature, or its application in practice, or the solution of a sub-task related to the student's future field of study. If hypotheses are presented in the thesis, they must be verifiable. The bachelor thesis also includes a concept map, which shows the structure, hierarchy and interrelationships between the concepts defined in the bachelor thesis and is presented as the first annex. By passing the state examination, the student will demonstrate the ability to independently acquire theoretical and practical knowledge based on the current state of science and to creatively apply and use it, the ability to independently explain and solve difficult tasks, the ability to work creatively in his/her field of study, the ability to explain and solve a given problem or to give his/her own solution to a problem, to evaluate the results achieved, their contribution and practical application.	
Class syllabus: The state examination is carried out by a colloquial debate during the defence of the bachelor thesis. The colloquial debate is thematically conducted in the field that is treated in the bachelor thesis. The state examination begins with the defence of the bachelor thesis, during which the student presents the results achieved in the thesis to the committee. After reading the evaluation of the supervisor of the bachelor thesis and the opinion of the opponent, the submitter of the thesis answers the questions and comments raised and a colloquial debate follows.	

State exam syllabus:
Last change: 29.12.2022
Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-067/22	Course title: Backend Technologies
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Students are assessed on the basis of sub-assignments during the semester. The continuous assessment consists of a maximum of 50 points and assumes independent work and study of recommended literature and resources for at least 4 hours per week. The final assessment is based on an assigned project, which students will work on independently and receive a maximum of 50 points. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points	
Learning outcomes: Following the prerequisite course, students will gain an overview of the technologies used in servers. They will be able to independently design and implement solutions usable when deployed on production systems, scalable to the required number of users and adequately secured to create a suitable environment for the operation of frontend applications. They are able to create appropriate and secure database solutions, implement scripts providing authorization, providing access to data (CRUD). They know the technologies for data optimization and caching. Utilize appropriate tools for continuous integration and deployment. They work in shared repositories, know recommended practices and team collaboration for maintaining code quality and cleanliness.	
Class syllabus: Server systems, console work, remote access. Code management and automation systems for integration and deployment. Languages for creating server applications, their advantages and disadvantages, choice of appropriate technologies. Relational databases, database structure design. NoSQL databases, specific uses, advantages and disadvantages of non-relational database systems. APIs, meaning, specification and design. Basic CRUD operations over databases. Optimization and caching. Testing and deployment of solutions. Code review, pair programming, debugging. Securing backend solutions. Scaling and virtualization of environments.	
Recommended literature:	
Languages necessary to complete the course:	

Notes:					
Past grade distribution					
Total number of evaluated students: 7					
A	B	C	D	E	FX
85,71	0,0	14,29	0,0	0,0	0,0
Lecturers: Mgr. Juraj Grečnár, PhD.					
Last change: 31.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚE/1-AE-920/22	Course title: Business Accelerator
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Completion of all 4 phases, each with a value of 25 points. rating A B C D E Fx points 91-100 81-90 73-80 66-72 60-65 <59	
Learning outcomes: Students will test their ideas, build the MVP of their own product or service, get the know-how how to ask their customer for critical feedback. In terms of team management and people management, they will realize, how to work in short "sprints", set the KPIs, and iterate. Implement the feedback test and iterate again. This is the "new normal" in digital business. Since the sprints are usually designed for a period of weeks or months, they will gain the knowledge of how to work on short-term goals, adjust them and bring critical thinking to the business. This helps them to form an entrepreneurial mindset and see the opportunities around them. That's the key character for the future leaders, to see not the problems and "stops" but opportunities and potential solutions to them, see the thing from the other point of view. We are not saying the own business is the only way, but with this entrepreneurial mindset, they can be part of the future economy, which is focusing more on the projects and business approach. They can also create either part-time or full-time job, from the "side hustle".	
Class syllabus: Class syllabus: 1. Idea: Read the blog post "Intro to the startup world", written by the investment manager of Zero Gravity Capital fund. The "idea stage" is one of the critical parts of doing business. You need to describe the problem or the current state which is bothering you. Why is it bothering you? What are the existing solutions on the market? Are they doing it well? Can you improve them? Can you create your own niche? How unique is your idea? Can you compete with the existing solutions? What is your added value? Define the first target group and identify the test customer base. 2. First Validation: In this section, we will learn why you need to constantly iterate and analyze the idea since "day one". Not to waste your time doing the hard work for many weeks and months, in the "garage", before you are going to talk to the first customers. We will discuss and use the	

validation tools like brainstorming, user interviews, or questionnaire. With not much time effort and financial costs.

3. Startup Orientation: We will go through the industry orientation, how to follow the newest trends within the field, the competition, and the customer base. We will also cover how to legally establish the first company, how to split the shares, how to set up the founders' relationships and rules, how to deal with the employees or the contractors, and how to deal with the investors' groups

4. Prototyping: The first prototype of your business is the final goal of your first entrepreneurial journey. When you build it you have valuable data about your potential customers, feedback from them. Now, the work begins. You know what they want and you can leverage that to build the business for them, for your early adopters. We will show you, how to build it in the digital world, via designs, mockups, wireframes, or online documents. Then, you "just" need to do the work and sell the THING.

Recommended literature:

Recommended literature:

1) Ries, E. Lean Startup. Penguin Books. 2011. ISBN 0670921602

2) Isaacson, W. The Innovators. Simon & Schuster. 2015, ISBN 9781471138805

Resources within Startup Day: videos, lectures, custom expert blogs and articles.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 39

A	B	C	D	E	FX
7,69	84,62	5,13	2,56	0,0	0,0

Lecturers: Ing. Viktor Stefanak

Last change: 30.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-064/22	Course title: Communication Training
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: PA - Conditions for passing the subject Conditions for passing the subject: 1. preparation of assignments (20 points, 10 points, 20 points), which are submitted continuously during the semester, or will be brought to class (practice), all of which must be taken into account when preparing and delivering an academic/scientific presentation: ● how to organize the selected material, ● which language devices to use, ● support the material with attractive and functional visual elements using information and communication technologies, ● navigate audience during the presentation, both verbally and graphically, ● effectively use presentation techniques, ● obtain an attentive, supportive and cooperative audience 2. complex activity during the semester, for example: (activity in class when checking assignments, submitting assignments on time, participating in discussions). Weight of interim / final assessment: 50/50 Assessment: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points	
Learning outcomes: VV - Education results The aim of the subject is to practice and develop various aspects of critical thinking using the knowledge acquired in the subjects Logic and Communication, argumentation, rhetoric and examples, exercises and tasks. Communication training is focused on the practical use of argumentation in writing and discussion, more precisely in academic writing and academic discussion. Students will practice the individual phases of an academic debate - from the preparatory phase to its successful completion. Each phase is associated with specific tasks, which, when the discussants know about them in advance, they can prepare for them and manage the discussion at the required level; they will acquire the skills to argue, think critically, speak persuasively, overcome public speaking anxiety. Discussion, dispute, dialogue, negotiation, polemic - we encounter these forms of communication every day. Without the ability to competently win a dispute, prove your position in negotiations, successfully persuade, argue your own point of view and analyze the opponent's position, it is impossible to be successful in work, family and friendships. After successfully completing the subject, students are able to express their thoughts clearly, accurately communicate their own position, convince the audience or recipient that they are right, competently	

refute the opponent's position. They acquire the skills to find the necessary information (identify sources, fill the information gap), process it ethically (select, evaluate, classify, supplement with their own experience) and deliver it to a specific audience efficiently (quickly, interestingly, with a long-term effect, attractively, appropriately, entertainingly)

Class syllabus:

SO - Brief outline of the subject

1. Structure of argumentation. Thesis, arguments, demonstration. 2. Requirements for thesis, arguments, demonstration. 3. Practicing basic argumentative errors. 4. Rules of effective argument. Support and example. 5. Creating a visual image. Line of argument. 6. Practicing the evaluation of arguments. 7. Types of argumentation. Rational and emotional argumentation. Theoretical and empirical argumentation. Universal and contextual argumentation. 8. Practicing the pitfalls of argumentation. 9. Causes and background of differences of opinion. Cognitive errors. Idols of F. Bacon's thought. 10. Forms of discussion and principles of critical discussion. 11. Dispute as a condition for critical discussion. 12. Preparation of argumentation. Analysis of theses of the discussion. 13. Knowing the current status of the discussion. Opinion and argumentative strategy. 14. Preparation of the presentation. Rhetorical factors. Evaluation of the discussion.

Recommended literature:

KLAPETEK, M. (2012): Communication, argumentation, rhetoric. Grada Publishing, a.s. U Průhonu 22, 170 00 Prague 7. ISBN 978-80-247-2652-6. RUISEL, I. (2011): Crossroads of knowledge. Institute of Experimental Psychology SAS. Bratislava. ISBN 978-80-88910-33-6. VAN EEMEREN, F.H. (2001): Crucial Concepts in Argumentation Theory. Amsterdam University Press. ISBN 90 5356523. MOORE, B.N., PARKER, R. (2009): Critical thinking. Ninth edition. New York, NY 10020 McGraw-Hill. ISBN-13: 978-0-07-338667. SCHMIDT, M., ŠEDIK, M., TALIGA, M. (2018): How to properly argue, write and discuss. Publishing House of Matej Bel University in Banská Bystrica, Edition: Faculty of Arts: Belianum. ISBN (print version): 978-80-557-1476-9. ISBN (electronic version): 978-80-557-1475-2. PILÁT, M., HRABÁNEK, D. et al. (2018): DEBATE METHODOLOGY. Debating League Debate Cup Prague Debate Spring, Association of debate clubs, z.s. U Vinohradská nemocnice 2255/6, 130 00 Prague 3.

Languages necessary to complete the course:**Notes:****Past grade distribution**

Total number of evaluated students: 27

A	B	C	D	E	FX
48,15	7,41	25,93	11,11	7,41	0,0

Lecturers: doc. Galina Jasečková, CSc.

Last change: 30.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-054/22	Course title: Communication and Media
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, two written examinations are carried out, during which the student can obtain a max. 20 points each. A student can get a maximum of 15 points for active participation in lectures and exercises. The course ends with an oral exam, from which student can get max. 45 points. Part of the exercises is carried out in the form of a workshop, where students practice the knowledge acquired at lectures and also by studying basic literature. In addition to active participation in lectures and exercises, self-study of literature is required in the range of 4-6 hours per week, which is checked during exercises and during written examinations. At least 92 points are required to obtain an A rating, at least 84 points to obtain a B rating, at least 76 points for a C rating, at least 68 points for a D rating, and at least 60 points for an E rating. Weight of interim / final evaluation: 55/45 points. Scale of assessment (preliminary/final): 55/45	
Learning outcomes: the subject significantly contributes to the formation of the profile of a graduate of the Mediamatics program. during lectures and exercises, the student will gain knowledge about the current state of the development of communication theory and, above all, communication skills in the field of verbal/non-verbal/electronic communication. Furthermore, he will gain an overview of the opportunities/threats of digital communication and learn to communicate effectively in the digital form. All of the above acquired knowledge contributes to the formation of the profile of the graduate and helps its application in practice even as an employee - information specialist or SZČ person. The ability to direct communication, the ability to differentiate information/disinformation, the ability to create own information content in various forms, the ability to effectively use new media and social media will be brought into practice.	
Class syllabus: Class syllabus: 1. Communication as a system, communication as a process - basic terms (information, source of information, message, communication medium, recipient of information, ...) 2. Communication models - the meaning of communication models, methods of creating models, linear model, non-linear model	

3. Verbal communication - history, language, speech, symbols, types of verbal communication, causes of verbal communication failure, verbal communication training
4. Non-verbal communication - its role in communication, forms of non-verbal communication, "reading" non-verbal communication, non-verbal communication training
5. Electronic communication - M. McLuhan's theory about the extension of the senses, forms of electronic communication, Shannon's model of electronic communication,
6. Data communication – ISO OSI logical model, model layers, communication protocols
7. Noise in communication – noise from the environment, noise introduced by the technological system, semantic noise
8. The concept of "medium", the role of the medium in communication, traditional mass media
9. Digital medium - characteristics, specifics, pluses, minuses
10. New media, the language of new media
11. Social media - essence, role in society, benefits, negative effects, issue of misinformation
12. Mobile media - principle of operation, "smart mobile" phenomenon
13. Communications, Media and Privacy

Recommended literature:

KONVIT, M. Teória komunikácie. Digitálna učebnica. UK. 2021

KONVIT, M. Elektronická komunikácia, EDIS, 2018

KONVIT, M., JAKUBÍKOVÁ, B., VALČO, M. O informácii, komunikácii a médiách. Poradca 2010. 233 str. ISBN: 978-80-89213-84-9

LÉVY, P.: Kyberkultúra, Praha, Karolinum, 2000

McLuhan, M.: Človek, média a elektronická kultúra, Brno, Jota, 2000

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 18

A	B	C	D	E	FX
0,0	22,22	27,78	5,56	33,33	11,11

Lecturers: prof. Ing. Milan Konvit, PhD.

Last change: 05.01.2023

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-062/22	Course title: Communication, Argumentation, Rhetoric
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: 1. preparation of three written assignments (20 points, 10 points, 20 points), which are submitted continuously during the semester, or will be brought prepared to class: ● conversion of arguments into a standardized form; ● deductive and inductive arguments; ● identification of the type of erroneous argument. 2. complex activity during the semester, for example: (activity in the class when checking assignments, submitting assignments on time, participating in discussions). The final assessment takes place in the form of an oral exam. Weight of interim / final assessment: 50/50 Assessment: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points	
Learning outcomes: The goal of teaching in the subject Communication, argumentation, rhetoric is the acquisition of knowledge and argumentation skills, which are important for building critical thinking, and are an essential tool for an adequate understanding of the phenomena of an increasingly complicated world. After successfully completing the subject, students are able to reflect on the relevance of their statements; analyze arguments, which helps them to develop a feeling that allows them to recognize unnecessary debates; cultivate critical thinking, analyze, criticize and defend ideas and thus arrive at correct conclusions; cultivate criticality and self-criticism of the mind (reflection), rely on previous experiences, listen and take into account the other side if he is right; defend your beliefs correctly; recognize loyal and disloyal dispute techniques; avoid errors in argumentation; to detect disinformation, hoaxes, conspiracy theories, hate speech in the Internet and social network environment. Students will acquire the skills to express themselves clearly and convincingly. Through the criteria and their analysis, they can better address their opinions and think more effectively even in a group. Furthermore, they will get an overview of the basic methods and techniques of creating correct arguments, which contribute to a high-quality and fair discussion. The subject will provide students with knowledge on how to conduct their thoughts in an orderly and targeted manner, to be prepared for traps set not only by manipulators, but also by their own	

established habits of thought, lack of experience or criticality. To acquaint students with the main ideas and results of the modern theory of argumentation ("new rhetoric"), its applications in natural and human sciences, politics, morality, ideology, etc.

Class syllabus:

1. Theory of argumentation – definition of key terms. The nature of argumentation. Structure of argumentation.
2. Argumentative statement (basic problems). Distinguishing argumentative statements. Extracting the argument contained in an argumentative statement.
3. Standardization of the argument. General principles of standardization. Problems of standardization. (Absence of conclusion. More than one conclusion. Dialogue. Questions. Irony).
4. Analysis of arguments. Types of arguments. A simple argument. A compound argument. Types of premises. Diagram of the argument.
5. The substantive correctness of the argument. Analytical statements.
6. Connection between premises and conclusion. Relevance condition. Deductive arguments in the narrower sense. Non sequitur formal error. Deductive arguments in a broader sense.
7. Connection between premises and conclusion. Evaluation of non-deductive arguments.
8. Some types of non-deductive arguments. Classification of inference modes. Inductive, abductive, analogical arguments.
9. Induction. Common types of inductive arguments. Hasty generalization. Statistical syllogism. Causal relations.
10. Reasoning by analogy. Analogy and its structure.
11. Abduction in science and everyday life.
12. Causes and background of differences of opinion. Cognitive errors (logical and psychological sources.) Idols of F. Bacon's thinking.
13. Dispute, general understanding of dispute. Conditions of rational dispute. Loyal Dispute Methods. Disloyal techniques and arguments.
14. Logically flawed argumentation. Some erroneous arguments Ignoratio Elenchi, Petitio Principii, Argumentum circulus demonstrando, Argumentum ad Misericordiam, Argumentum ad Populum, Argumentum ad Verecundiam, Argumentum ad ignorantiam, Argumentum ad hominem, etc.
15. Concept of rhetoric, subject of rhetoric, methods of rhetoric.
16. Disinformation, hoaxes, conspiracy theories, hate speech.

Recommended literature:

Mandatory: SZYMANEK, K. (2003): Art of argumentation. Terminological dictionary. Palacký University in Olomouc, 2003, 396p. ISBN 80-244-0699-3. SZYMANEK, K. et al. (2004): The art of argumentation. Tasks for examining arguments. Palacký University in Olomouc, 2004, 148p. ISBN 83-01-14069-0. KLAPETEK, M. (2012): Communication, argumentation, rhetoric. Grada Publishing, a.s. U Průhonu 22, 170 00 Prague 7. ISBN 978-80-247-2652-6. RUISEL, I. (2011): Crossroads of knowledge. Institute of Experimental Psychology SAS. Bratislava. ISBN 978-80-88910-33-6. BOKR, J. SVATEK, J. : Basics of logic and argumentation. Aleš Čenek, 2000 ISBN 80-902627-8-3. Additional: HEINRICHS, J. (2010): Rhetoric for everyone. Brno: Computer Press, 2010. 359 p. ISBN 978-80-251-2693-6. VAN EEMEREN, F.H. (2001): Crucial Concepts in Argumentation Theory. Amsterdam University Press, ISBN 90 5356523 x. MOORE, B.N., PARKER, R. (2009): Critical thinking. Ninth edition. New York, NY 10020 McGraw-Hill. ISBN-13: 978-0-07-338667-6.

Languages necessary to complete the course:**Notes:**

Past grade distribution					
Total number of evaluated students: 29					
A	B	C	D	E	FX
41,38	10,34	10,34	10,34	27,59	0,0
Lecturers: doc. Galina Jasečková, CSc.					
Last change: 30.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-070/22	Course title: Culture Management
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: combined	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: The course evaluation is divided into the following parts: • 2 ongoing written reviews (40%), with each review with a maximum of 30 points; • 1 written assignment (30%), with the range of 10-15 standard pages, the formal requirements are governed by the requirements for writing a school work and the maximum number of points for the semester work is 45 points; • 1 practical exam (30%). In order to pass the course, it is necessary to obtain at least 50% of points for the given part from each of its parts. Rating: A: 91%-100%; B: 81%-90%; C: 73%-80%; D: 66%-72%; E: 60%-65%; FX: 0%-59%	
Learning outcomes: After successfully completing the course, the student should master the basic terminology, in which they will become familiar with terms related to the cultural and creative industries. The student can analyse basic labour relations from a legal point of view, identify cultural events in terms of form, type and size, their distribution and management. Furthermore, they can identify the division of competences and roles of the manager in practice and perceives the importance of leadership (leadership of workers in practice), planning and logistics in organising events. They have developed communication skills and can create a basic communication strategy. They are familiar with working with the media and mass media and the so-called Ticketing (selling tickets online/offline) and safety management (OH&S).	
Class syllabus: 1. Introduction to the cultural and creative industry. 2. Terminology. 3. Institutions and forms of financing. 4. Labour relations. 5. Roles and competences of managers. 6. Structure of cultural events. 7. Marketing of cultural events and campaign creation. 8. Media and communication.	

9. Creating a strategy.
10. Logistics.
11. Budgeting – preparation of budgets and pricing.
12. Ticketing.
13. Safety at work.

Recommended literature:

CIKÁNEK, Martin. Kreativní průmysly: příležitost pro novou ekonomiku II. Nové, rozš. a rev. vyd. V Praze: Institut umění. ISBN 9788070082744.

Bedňácký manuál, Shameless. 2018 (internal document)

KELLONG, John. Take Care of Your Music Business, 2013 Second Edition: Taking the Legal and Business Aspects You Need to Know to 3.0 . PJ's Publishing a division of PJ KELLY & Associates. ISBN-13[†]: 978-0967587332.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 9

A	B	C	D	E	FX
33,33	44,44	22,22	0,0	0,0	0,0

Lecturers: Ing. Lukáš Vartiak, PhD., Bc. Kristína Polerecká

Last change: 30.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-051/22	Course title: Culture and Arts
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: artistic style, etc.). 3 credits 2. Active participation in class and publication of the current status of semester work. 1 credit 3. Preparation and presentation of selected cultural or artistic current events or a short presentation of one's own work of art (photography, video, poetry, prose genres, visual arts – painting, drawing, graphics, graphic design). 2 credits Evaluating scale: A: 100-91 B: 90-81 C: 80-73 D: 72-66 E: 65-60 FX: 59-0	
Learning outcomes: Learning outcomes: After successfully completing the subject, students are able to understand the essence and importance of culture as, together with politics and economics, the third focal phenomenon of social life in the historical context and the present. They acquire theoretical knowledge in the field of cultural studies and art, in the cultural-historical aspect they become familiar with cultural and artistic epochs in the process of human history from the earliest times to the present day visual, auditory, audiovisual and multimedia. In terms of practical activity, they perform as analysts, experts, consultants, documentarians, graphic editors and designers, administrators and processors of art collections, and as authors they focus on their own creative and organizational or managerial activities in the field of culture, art and creative industry as well and with individual genres of art. They can ideologically and aesthetically analyze and interpret a work of art, the artist's creative activities and their inclusion in the social context and artistic style. They demonstrate the ability to create artistic products in the field of textual, as tourism. Students develop the ability to critically and consistently analyze the problems of the cultural, social and artistic process and actively try to participate in it through independent creation.	
Class syllabus: 1. Periodization of world (European) and Slovak cultural history 2. Basic components of culture – science, art, literature 3. Humanities (social, spiritual) sciences and historiography 4. Auxiliary historical sciences 5. Art	

6. Artistic styles (styles, directions) 7. Literature and writings 8. Bible (Holy Scripture) 9. Ancient mythology 10. Folk culture and art 11. Language and linguistic culture 12. Cultural institutions and national cultural institutions					
Recommended literature: Mandatory: BOTÍK, Ján – SLAVKOVSKÝ, Peter: Encyklopédia ľudovej kultúry na Slovensku 1 – 2. Bratislava: Veda 1995, 418 s. + 454 s. ISBN 80-224-0235-4 + ISBN 978-80-2240-234-7. DEKAN, Ján: Praveké umenie na Slovensku. Bratislava: Tatran 1980, 252 s. GAŽOVÁ, Viera: Súradnice kultúry. Trnava: Univerzita sv. Cyrila a Metoda 2003, 114 s. ISBN 80-89034-56-X. GAŽOVÁ, Viera: Úvod do kulturológie. Piešťany: Národné osvetové centrum 2009, 107 str. ISBN 978-80-7121-315-4. KLOSKOWSKA, Antonína: Masová kultúra. Kritika a obhajoba. Praha: Nakladatelství Svoboda 1967, 271 s. LIBA, Peter: Kultúra – literatúra. Nitra: Kulturologická spoločnosť 2005, 390 s. ISBN 80-969481-1-3. LIBA, Peter: Literatúra a folklór (príspevok k dejinám folklorizmu). Nitra: Dekanát Pedagogickej fakulty, 1991, 194 s. ISBN 80-85183-35-8. PARENÍČKA, Pavol: Úvod do štúdia (svetových a slovenských) dejín kultúry. Bratislava: Univerzita Komenského, 2018, 1. vyd., 299 s. ISBN 978-80-223-4586-6. Supplemental: GAŽOVÁ, Viera – SLUŠNÁ, Zuzana a kol.: Kultúra a rôznorodosť kultúrneho. Bratislava: Peter Mačura PEEM, 2005, 220 str. ISBN 80-89197-41-8. HANUS, Ladislav: O kultúre a kultúrnosti. Bratislava: Lúč, 2003, 302 s. ISBN 80-7114-443-6. KAČÍREK, Ľuboš (ed.): Múzeum a historické vedy. Krakov: Spolok Slovákov v Poľsku, 2013, 285 s. ISBN 978-83-7490-585-5. LAJČIAK, Ján: Slovensko a kultúra. Bratislava: Vydavateľstvo Q111, 2007 (2. vyd., celkovo 4.), 173 s. ISBN 978-80-89092-35-2.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 42					
A	B	C	D	E	FX
59,52	21,43	4,76	2,38	0,0	11,9
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 05.01.2023					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-056/22	Course title: Data Analysis
Educational activities: Type of activities: lecture + seminar / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: A student may earn a maximum of 50 points during the semester, while: -maximum of 20 points can be obtained for mandatory sub-assignments, which are implemented in the form of online tests; the sub-tests are designed to offer students feedback on the extent to which they have mastered the material covered in lectures and seminars; -a maximum of 20 points can be obtained for 2 midterm tests (in the 6th and 12th week of the semester, for a maximum of 10 points each) -max 10 points for creative and optional assignments where students work on 2 topics in a creative way: -data collection and descriptive statistics, - χ^2 test for goodness of fit; A student may register for the exam if he/she earns at least 30 points for the activities during the semester. The exam consists of a test for which the student may obtain a maximum of 50 points. The student needs to score at least 30 points to be considered successful. The final grade is obtained by adding the points earned during the semester and on the exam. A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points Scale of assessment (preliminary/final): 50/50	
Learning outcomes: This course introduces students to the fundamentals of probability and statistics in terms of understanding and analyzing data. Over the course of the semester, students will learn how to use data effectively: how to collect it, analyze it, and how to use it to draw conclusions about real-world phenomena. Students recognize the importance of data collection and can identify the limitations of data collection. They know how to use statistical software to summarize data numerically and visually and to perform statistical analysis on data. Students apply methods of estimation and statistical hypothesis testing to analyze single variables or the relationship between two variables in order to understand phenomena in the world around them and make decisions based on data. Students interpret results accurately, effectively, and in context while critically approaching data-based claims and evaluating data-based decisions.	

Class syllabus:

Brief outline of the course:

1. Introduction to data. Data structures, variables and basic data collection techniques.
2. Descriptive statistics for different types of variables.
3. Data summarization. Data summarization, graphical representation, inference using random sampling.
4. Probability. Basic principles of probability.
5. Distributions of random variables. Discrete and continuous random variables. Mean, median and variance of a random variable.
6. Normal distribution of a random variable (empirical rule)
7. Other distributions: geometric, binomial, Poisson.
8. Basics of inference. General ideas for statistical inference in the context of population proportion estimation.
9. Confidence interval.
10. Inference for categorical variables. Inference for relative abundances using normal.
11. Inference for categorical variables. Inference for relative abundances using chi-square distribution. Chi-square test of goodness of fit and chi-square test of independence of variables.
12. Inference for numerical variables. Inference for means of one or two samples using t-distribution.
13. Introduction to linear regression.

Recommended literature:

Mandatory:

HARFORD, Tim. Ako spočítať svet. Bratislava: N Press. ISBN 9788082300089.

ROSLING, Hans, Ola ROSLING a Anna ROSLING RÖNNLUND. Moc faktov. Bratislava: Tatran. ISBN 9788022209939.

DIEZ, M. D., BARR, D. Ch., CETINKAYA-RUNDEL, M., DORAZIO, L. Advanced High School Statistics. CreateSpace Independent Publishing Platform 2014. ISBN 978-1500700683.

Dostupné aj na: <https://www.openintro.org/download.php?file=aps0&referrer=/stat/textbook.php>.

DIEZ, M. D., BARR, D. Ch., CETINKAYA-RUNDEL, M. OpenIntro Statistics. CreateSpace Independent Publishing Platform 2014. ISBN 978-1943450022. Dostupné aj na: <https://www.openintro.org/stat/textbook.php>.

Supplemental:

CHAJDIÁK, Jozef. Štatistika jednoducho v Exceli. Bratislava : Statis, 2013. 341 s. ISBN 9788085659740.

CHAJDIÁK, Jozef. Štatistika (jednoducho). Bratislava : Statis, 2010. 194 s. ISBN 9788085659603.

ŘEZÁNKOVÁ, Hana. Analýza dat z dotazníkových šetření. Praha : Professional Publishing, 2010. 217 s. ISBN 9788074310195.

Languages necessary to complete the course:**Notes:****Past grade distribution**

Total number of evaluated students: 34

A	B	C	D	E	FX
5,88	14,71	11,76	8,82	17,65	41,18

Lecturers: RNDr. Eva Capková, PhD.

Last change: 29.12.2022
Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-057/22	Course title: Data Visualisation
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: A student can earn a maximum of 80 points during the semester, with 20 points for required sub-assignments, 30 points for developing and presenting a project, 20 points for earning a Tableau Fundamentals course certificate, and a maximum of 10 points for creative and optional assignments. A student may register for the exam if he/she earns at least 50% of the points for the activities during the semester. The exam consists of a quiz for which the student may earn a maximum of 20 points. In order to be considered successful, the student needs to score at least 10 points. The final grade is obtained by adding the points for the points obtained during the semester and on the exam. Weighting of the midterm/final grade: 80/20. A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points Scale of assessment (preliminary/final): 80/20	
Learning outcomes: By completing the course, students will gain an overview of the history of data visualization, become familiar with the key principles of data visualization and the principles of effective data presentation using storytelling. Upon completion of this course, students should be able to collect and process data, create an interactive visualization, and use it to demonstrate a specific problem, situation, or phenomenon using TABLEAU software (academic license). In addition, students should have the basic knowledge needed to critique different visualizations (both good and bad) and to identify the design principles that make good visualizations effective. Finally, students will have the opportunity to demonstrate their own skills in redesigning a visualization and in completing their own design project of analyzing the underlying data, visualizing it, and then presenting it.	
Class syllabus: 1. Introduction to data visualization. Brief history, most important personalities. 2. Types of graphical representations of data based on identification of type and number of variables used 3. Visual variables and so-called preattentive attributes. 4. Principles of data visualization: visual representation of quantitative information, concept of graphical integrity.	

5. Principles of data visualization: the principle of graphical perfection, data-ink-ratio, graphical waste, the concept of lie factor.
6. Principles of visualization for exploratory and explanatory analysis
7. Principles of creating interactive dashboards.
8. Gestalt principles in the design of dashboards.
9. Best practice examples in dashboard design.
10. Principles of evaluating visualizations (informational and emotional criteria).
11. Data storytelling (principles of effective communication of data analysis results, phases of data storytelling 1-3).
12. Data storytelling (phases of data storytelling 4-7).

Recommended literature:

Mandatory:

TUFTE, E. The visual display of quantitative information. Graphics Press Cheshire, CT, USA ©1986. ISBN:0-9613921-0-X

TUFTE, E. Envisioning information. Graphics Press Cheshire, CT, USA ©1990. ISBN 0-9613921-1-8.

WEXLER, Steve, SHAFFER, Jeffrey, COTGREAVE, Andy, The Big Book Dashboards: Visualizing Your Data Using Real-World Business Scenarios, Wiley (2017)

FEW, Stephen. Information dashboard design: displaying data for at-a-glance monitoring. 2nd ed. Burlingame: Analytics Press. ISBN 1938377001.

FEW, Stephen. Now you see it: simple visualization techniques for quantitative analysis. Oakland: Analytics Press. ISBN 0970601980.

KNAFLIC, Cole Nussbaumer. Storytelling with data: a data visualization guide for business professionals. Hoboken, New Jersey: John Wiley. ISBN 978-1-119-00225-5

Supplemental:

<https://www.tableau.com/>

<https://elearning.tableau.com/tableau-fundamentals>

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 32

A	B	C	D	E	FX
18,75	18,75	18,75	28,13	9,38	6,25

Lecturers: RNDr. Eva Capková, PhD.

Last change: 29.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-053/22	Course title: Economic Literacy
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: In addition to the 4 hours of direct teaching, the time allocation of the course includes time that must be devoted to self-study of professional and scientific literature in the field of the functioning of the economy and economics, watching available web conferences, multimedia content (especially through www.youtube.com) and other web content, as well as creation of assignments. It is assumed that students will spend from 5 to 8 hours a week on these activities. Interim assessment: • evaluation for active participation (maximum 13 points), • presentation of the analysis of the selected sub-market (maximum 15 points), • solution and submission of the assigned semester project (maximum 15 points). A maximum of 43 points can be obtained in the exercises. To register for the final examination, the student must achieve at least 30 points. Final examination: in the form of a written and oral exam. Assessment: A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points	
Learning outcomes: After completing the course, students are able to understand the basics of economics and definitions of economic terms and categories. Students can identify the specifics of individual approaches in the development of economic thinking and basic types of economies and evaluate their importance. Students will become familiar with the functioning of the market and market mechanism, demand, supply and market equilibrium, which shapes their worldview and contributes to the development of their critical thinking. The development of so-called soft skills in male and female students occurs based on the connection of acquired theoretical knowledge with practical skills and their use in areas of the modern economy that extend into their everyday life. After completing the course, students will gain a competitive advantage in applying to the labour market, especially when working in the positions of market research analyst, data analyst and usability analyst.	
Class syllabus: 1. The basics of the economy. 2. Economics and economics.	

3. Macro and micro economy and economics.
4. Development of economic thinking.
5. Basic economic questions and economic categories.
6. Types of economies.
7. Basic economic laws.
8. Market and market mechanism.
9. Demand.
10. Supply.
11. Market equilibrium.
12. Specifics of the modern economy.
13. Illegal economy.

Recommended literature:

Compulsory:

KRÁLIK, J. & KRÁLIKOVÁ, K. Východiská ekonomickej gramotnosti I. Sládkovičovo: Vysoká škola Danubius, 2021. ISBN 978-80-7392-349-5.

KRÁLIK, J. & KRÁLIKOVÁ, K. Východiská ekonomickej gramotnosti II. Sládkovičovo: Vysoká škola Danubius, 2021. ISBN 978-80-7392-368-6.

BEHÚNOVÁ, A. a kol. Ekonomika pre manažérov. Prešov: elfa, s.r.o., 2020. ISBN 978-80-8086-282-4.

VELIČKO, M. V. a kol. Ekonomika inováčného rozvoja: riadiace osnovy ekonomickej teórie. Kežmarok: TORDEN, 2021. ISBN 978-80-8223-073-7.

ROZBORILOVÁ, D. a kol. Ekonómia praktikum: Ekonomická teória 2. Bratislava: Wolters Kluwer, 2018. ISBN 978-80-8168-895-9.

KLEMENT, L. & KLEMENTOVÁ, V. Business economics 1. Banská Bystrica : Belianum, 2020. ISBN 978-80-557-1788-3.

Optional:

ATKINSON, A. B. Ekonomika nerovnosti. Brno: BizBooks, 2016. ISBN 978-80-265-0508-2.

STANĚK, P. & Ivanová, P. Spoločnosť 5.0: ekonomika budúcnosti? Bratislava: Wolters Kluwer, 2017. ISBN 978-80-8168-678-8.

HARFORD, T. The Next Fifty Things that Made the Modern Economy. Boston, Massachusetts: Little, Brown Book Group, 2020. ISBN 9781408712658.

OEZDEN-SCHILLING, C. The Current Economy. Palo Alto, California: Stanford University Press, 2021. ISBN 9781503628212.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 42

A	B	C	D	E	FX
35,71	16,67	19,05	7,14	9,52	11,9

Lecturers: Ing. Lukáš Vartiak, PhD.

Last change: 30.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-065/22	Course title: Frontend Technologies
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Students are assessed on the basis of sub-assignments during the semester. The continuous assessment consists of a maximum of 50 points and assumes independent work on assignments of 4 hours per week. The final assessment is based on an assigned project, which students work on independently and receive a maximum of 50 points. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points	
Learning outcomes: Students will be able to develop web applications in modern browsers based on standard internet technologies. They will gain knowledge of markup languages (HTML), stylesheets (CSS) and scripting (JavaScript). They will be able to work systematically with code, organise it into logical units and store it in a repository (Git). They know how to use available frameworks and extension libraries, they are familiar with technologies available in modern browsers. They use available technologies to ensure the accessibility of web applications on desktop and mobile devices. They can work with automation tools to ensure code quality and continuous deployment. They design solutions in accordance with security standards for each technology.	
Class syllabus: Internet, web applications, domains, hosting. Semantic HTML, forms, input validation. Accessibility, search engine optimization. Page layouts, positioning, advanced models for designing visual elements. Code versioning, automation and continuous deployment systems. Security aspects of web applications, certificates, testing. Architecture of cascading stylesheets, preprocessors. Scripting, element interactivity, frameworks. Extension libraries and code backward compatibility.	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution					
Total number of evaluated students: 8					
A	B	C	D	E	FX
75,0	0,0	25,0	0,0	0,0	0,0
Lecturers: Mgr. Juraj Grečnár, PhD.					
Last change: 31.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-058/22	Course title: Fundamentals of Programming
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: combined	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, they hand in independently developed practical assignments based on problems solved during the seminars. The assignments result in an interim assessment during the semester with a maximum of 80 points. The time commitment for the independent assignments in conjunction with the study of the recommended literature is 4 hours per week. Students who score at least 60% of the maximum number of points (48 points) in the interim assessment will proceed to the final assessment in the form of a written or oral examination of the course with a score of 20 points. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points.	
Learning outcomes: In this course, students are expected to learn the basics of algorithmization and the use of programming languages and concepts. They will become familiar with the basic syntax of their chosen languages and through them further develop the ability to think analytically, create algorithms and programs for computers, and solve algorithmizable problems through scripts and programs.	
Class syllabus: Algorithmization and programming. Basic data types and structures. Temporary and permanent memory, variables, file system. Sequential execution of commands. Conditions and loops, logical operators. Numerical operations. Reusability of code, functions, methods. Complex data structures. Objects and classes. Web APIs and their use. Code cleanliness, best practices, linting. Security aspects of algorithms. Errors and debugging.	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution					
Total number of evaluated students: 17					
A	B	C	D	E	FX
11,76	23,53	29,41	17,65	11,76	5,88
Lecturers: Mgr. Juraj Grečnár, PhD.					
Last change: 31.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-012/21	Course title: Graphics Editors
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: The assessment of the course is based on the assessment of interim assignments, the submission of which is necessary for the award of the final classification of the course. The student's overall approach to the course, the quality of the assignments handed in and the creative approach to the assignments are assessed. Students who already have experience with graphic editors may be given a more challenging assignment by agreement with the instructor. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points	
Learning outcomes: By completing the course, students will acquire basic skills in creating graphic materials thanks to theoretical knowledge of graphic design, its elements such as shape, typography, colour and basic graphic principles. Students will be able to create their own identity, logo and portfolio using graphic editors from the Adobe Creative Cloud, specifically Adobe Illustrator, Photoshop, Lightroom and Adobe XD. Students will gain the skills to creatively produce different types of visuals, from logo design to website graphic design.	
Class syllabus: 1. introduction to graphical editors 2. basics of graphic design: shape, typography, colour 3. basic theoretical graphic principles 4. the first graphic assignment, logo sketch 5. redrawing the sketch into vector graphics in Adobe Illustrator 6. working with the graphic editor Photoshop, 7. working with the graphic editor Lightroom 8. working with Adobe XD graphic editor 9. mood board creation 10. using logos in advertising materials 11. website design and prototyping 12. uploading the design to behance	

Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 58					
A	B	C	D	E	FX
63,79	15,52	6,9	3,45	0,0	10,34
Lecturers: Mgr. Ľubomír Dzurňák					
Last change: 31.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-055/22	Course title: Information Design
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students work on assignments from the exercises, for which they receive a passing grade up to a maximum of 60 points. Independent work on assignments and study of recommended readings requires at least 6 hours of additional activity per week. Students who score at least 60 % of the maximum number of points (36 points) in the interim assessment are further assessed on the basis of an information design project for their chosen product and present the project. The final assessment is a maximum of 40 points. A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points Scale of assessment (preliminary/final): 60/40	
Learning outcomes: Students will gain knowledge of designing information products through technology to appropriately connect the real world with virtual environments. They will be able to critically approach information interfaces, evaluate them based on appropriate methods and suggest improvements to achieve clear, focused and meaningful user interaction with information products. They can conduct simple surveys and tests focused on user experience, accessibility and usability of products. They know the basics of prototyping, user behaviour models and the basis for other participants in the information systems development process.	
Class syllabus: Prototyping and evaluation. Guided interviews and questionnaires. Quantitative methods for evaluating the information level of a product. Development of graphical user interfaces. User testing. Accessibility and usability testing. Standards and legal requirements for information systems. Text inputs and outputs, typography, communication language. Psychological aspects of user interfaces. New information technologies and user paradigms.	

Changing user behaviour.					
Recommended literature: Performics Slovakia (Bratislava, S. (2021). Uspejte v online: čo najlepší marketéri vedia, robia a hlásajú ROUDENSKÝ, P. (2018). Kvalita softwaru: Teorie a praxe LIDWELL, W., HOLDEN, K., BUTLER, J., & VAIDA, P. (2011). Univerzální principy designu: 125 způsobů jak zvýšit použitelnost a přitažlivost a ovlivnit vnímání designu KAUSHIK, A., JAŠEK, P., & ČEPIČKA, D. (2011). Webová analytika 2.0: Kompletní průvodce analýzami návštěvnosti					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 44					
A	B	C	D	E	FX
63,64	31,82	0,0	2,27	0,0	2,27
Lecturers: doc. PhDr. Marcela Katuščáková, PhD., Mgr. Juraj Grečnár, PhD.					
Last change: 27.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM -050/22	Course title: Information Organization
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: In the seminars, 10 practical assignments are continuously worked out in pairs, which are then actively discussed. 1. Introductory assignment on the creation of an improvised online catalogue (analysis of students' own home libraries, number of specialized and fiction books, method of organization, lending, protection, etc.); 2. Improvised online catalogue - name cataloguing. (formation of teams, creation of a strategy for collaborative online work, appropriate software, standards, selection of structural and descriptive metadata, identification of possible problems in advance, during the work and evaluation of identified problems of name cataloguing of the shared online catalogue + results in the form of a proposed online catalogue); 3. Improvised online catalogue - subject cataloguing I. annotation and keywords (creation of standards for subject cataloguing using annotation and keywords, selection of structural and descriptive metadata, identification of possible problems in advance, during the work and evaluation of identified problems of subject cataloguing of the shared online catalogue + results of subject cataloguing in the form of a refined online catalogue); 4. Improvised online catalogue - subject cataloguing II. UDC and facets (creation of standards for substantive cataloguing using UDC and facets, selection of structural and descriptive metadata, identification of possible problems in advance, during the work and evaluation of identified problems of substantive cataloguing of the shared online catalogue + results of substantive cataloguing in the form of a completed online catalogue); 5. Improvised online catalogue - integration of textual content (legal issues, digitization - scanning, OCR, metadata); 6. Professional LIS (processing of the common catalogue in the environment of professional LIS such as InfoGate or Biblib); 7. Development of metadata standards (processing of the cataloguing record using three different bibliographic standards ISBD, MARC, DC); 8. Mind maps. (moving from metadata models to knowledge modelling through the creation of a custom mind map on a selected topic, capturing unidentified relationships between a minimum of 30 words);	

9. Concept maps. (moving from metadata models to knowledge modelling through the creation of a custom concept map on a selected expert topic, capturing diverse types of named relationships between min. 30 concepts);

10. Development of metadata standards (elaboration of an RDF graph linking DC, Foaf and SKOS metadata schemas);

2 absences are allowed in the workshops. Students may earn 10p for each worked assignment. A student can earn a total of 100p for the seminars. A student may register for the exam if he/she has achieved at least 61% of the mark (61b) in the seminars. The exam is passed if the student has achieved at least 61% of the level of knowledge required on the exam. The calculation of the overall grade is equal to the average of the percentages obtained (seminars + exam), with the exam and seminar grades having an equal weight of 1:1. The student must achieve at least 61% in the overall assessment.

Grades: A: 100-91%; B: 90-81%; C: 80-73%; D: 72-66%; E: 65-60%; Fx: 59-0%.

Learning outcomes:

Students will acquire basic knowledge about the importance of information organization and management in the information society and hybrid information space. They will understand the main principles of organizing information through KOS (Knowledge Organization Systems) together with the principles used in the digital environment SKOS (Simple Knowledge Organization Systems) and ontologies, presented together with examples from practice. Upon completion of the course, students will be able to name the main characteristics and principles of the use of KOS/SKOS. They will be able to apply the acquired knowledge practically in assignments focused on information processing in different situations using different KOS/SKOS systems (from the simplest systems used in traditional libraries to metadata, data models used in Semantic Web environments), e.g. in the collaborative creation of online improvised catalogues or data models. Upon completion of the course, students will be able to decide on the appropriate knowledge organization system or combination of both, while mastering their practical application at a basic level. By completing the course, students will acquire advanced digital and information literacy, as they will be proficient in the main methods and tools for organizing and managing information.

Class syllabus:

1. Basic terminology (data, information, knowledge), positivist approach to information in information science; information science - information management - knowledge management. Origin of the first largest library in Alexandria; reasons for the first organization of information and how the first book catalogue was built.

2. Introduction to KOS (Knowledge Organization Systems). The development of the first KOS systems in the library environment; the shift from book inventories to ticket catalogues; the need for cataloguing records and the first attempts to standardise them.

3. Traditional KOS. Typology of KOS, main characteristics of KOS (term lists, dictionaries, synonymy rings, authority sets, directories, gazetteers, subject headings, categorization schemes, taxonomies, thesauri, semantic networks, ontologies).

4. Traditional KOS. Principles of subject cataloguing; classification and its philosophical issues, indexing languages, hierarchical structures, categorization (clusters), taxonomies.

5. Traditional KOS. Main principles of enumerative and faceted classification structures in document processing, their use in the context of web site information architecture, SEO and UX.

6. Traditional KOS. Working with natural language and the importance of explanatory, synonymic and homonymic dictionaries in document processing. Subject headings lists and subject heading construction and their specifics compared to keywords. The need for and principles of building and using thesauri.

7. New KOS. Principles of concept maps and mind maps. Expert background of building conceptual maps, selected software for creating conceptual maps. New KOS. Principles of folksonomies as democratizing tools for KOS on the Internet.
8. Metadata: evolution from libraries, to the first digital metadata, to the Semantic Web. Typology (structural, descriptive, administrative); first standardizations (ISBD, MARC, AACR2, etc.) to (DC, SKOS, FoaF).
9. Metadata in the digital space: the importance of XML and RDF (W3C). Structure, syntax, graphing, triplets, URIs, attributes, examples.
10. Principles of the three metadata schemes Dublin Core, SKOS, FoaF - basic elements, entity classes, attributes and syntax principles of their notation and practical use in the web environment. Possibilities of interlinking different metadata schemas and semantic mapping of metadata.
11. Idea and concept maps - from metadata modelling to knowledge modelling. Moving from organizing metadata towards the ideas and knowledge itself. Methods applied in idea map creation and concept map creation. Differences, limitations and possible applications in hybrid information space.
12. Ontologies - from metadata modelling to knowledge modelling. Ontologies and thesauri in the context of information science, ontologies in philosophy and in artificial intelligence. Definitions, principles of building ontologies (entities, classes, attributes/properties, relationships) using multiple examples in commercial and scientific environments. Comparison of taxonomies and ontologies.
13. Ontologies and building the semantic web. Web 1.0, 2.0 and the Semantic Web. Principles of building RDF graphs. From ontologies/RDF graphs to knowledge graphs (linking data layer and schemas).

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 30

A	B	C	D	E	FX
30,0	23,33	13,33	3,33	26,67	3,33

Lecturers: doc. PhDr. Marcela Katuščáková, PhD.

Last change: 27.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-059/22	Course title: Information Retrieval
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: On seminars, 8 practical assignments are continuously developed and then actively discussed. For each worked assignment the student can obtain 10pts. 1. NLP - tokenization and stemming/lemmatization. (selection of a digital text suitable for NLP, automatic processing of natural language in its initial stages using free web tools, processed texts and their own evaluation); 2. NLP - removal of stop-words. (application of two approaches for stop-word removal via dictionary and statistically, processed texts and their own evaluation); 3. Tag cloud (on the basis of partially preprocessed texts to test the creation of tag clouds, self-assessment of the bottlenecks and the possibilities of their solution); 4. Analysis of search engines SE (selecting three different SEs, analyzing their way of building and ranking results, and testing the differences on specific queries); 5. Creating specific queries via different logical operators (testing the use of logical operators and other options for creating specific queries in databases in SEs); 6. Analyzing metasearch engines (creating specific queries and analyzing search results in different metasearch engines); 7. Inverted index creation (simulation of web crawler's work through building a custom inverted index on a selected topic); 8. Search result ranking (simulation of SE's work in ranking results through manual recalculations and SEO criteria within the built inverted index). 2 absences are allowed in the seminars. The student may earn a total of 80pts for the seminars. A student may register for the exam as long as he/she has achieved at least 61% marks (49b) in the seminars. The exam is passed if the student has achieved at least 61% of the required knowledge level on the exam. The calculation of the overall grade is equal to the average of the percentages obtained (seminars + exam), with the exam and seminar grades having an equal weight of 1:1. The student must achieve at least 61% in the overall assessment. Grades: A: 100-91%; B: 90-81%; C: 80-73%; D: 72-66%; E: 65-60%; Fx: 59-0%.	
Learning outcomes:	

Students will acquire a basic understanding of the principles of information retrieval from historical, traditional to the most current. They will understand the procedures and most common problems of automatic natural language processing for English and Slovak, and will be able to anticipate how potential problems will affect subsequent phases of information retrieval. They will consolidate natural language processing problems by practically trying them out on a number of tasks, through XML tagging of the different NLP phases, to the use of existing tools in English, to the final possibilities of sorting textual information based on statistical data. Students will understand the importance and principles of inverted dictionary creation and indexing, and the advantages and disadvantages of different models of information exploration, and will be able to design an appropriate model for different problem situations. They will understand the main principles of ranking results from traditional methods to those currently used in the web environment and how they relate to the issue of website SEO optimization. After completing the course, students will also be aware of the basic ethical issues of query processing by search engines in the online space, methods of ranking results in the context of misinformation, or the problems of the so-called Deep and Dark Web. Upon completion of the course, students will have advanced digital, media and information literacy skills, as they will have a working knowledge of the principles, methods and tools for searching, organizing and managing information.

Class syllabus:

1. Information science and the history of information research, definitions. Crafield tests. Information exploration system.
2. Natural language processing NLP: Principles of tokenization and text segmentation. Tokenization rules and their expression via XML. Knowledge and statistical methods. Porter's algorithm.
3. Natural language processing NLP: lemmatization and stemming in the context of the languages used.
4. Natural language processing NLP: morphological analysis. POS tagging, Slovak tagset JÚLŠ SNK, Prague and Brno tagging.
5. Natural language processing NLP: disambiguation, elimination of non-sense words, principles of tools such as Whitespace Analyzer, Simple Analyzer, Stop Analyzer, Snawball Analyzer.
6. Information retrieval. Boolean, vector, cluster and probabilistic models of information retrieval. Principles of inverted dictionary creation and indexing.
7. Traditional ways of evaluating information retrieval systems: relevance, precision, response, F-score.
8. Search engine, components and principle of operation. Crawler and online inverted index creation. Metasearch engines and their future.
9. SEO in the context of information retrieval, basic principles. From Google Page Rank to Google RankBrain.
10. Search methods and reasons for the emergence of the Deep Web and the Dark Web.
11. Basic principles and problems of image search (representation, indexing and retrieval of images), possibilities of video and music search.
12. Ethical issues of working with information in the environment of search engines.

Recommended literature:

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 30

A	B	C	D	E	FX
36,67	16,67	30,0	10,0	3,33	3,33

Lecturers: doc. PhDr. Marcela Katuščáková, PhD.
Last change: 05.01.2023
Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-025/22	Course title: Information and Communication Technologies
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students work on sub-assignments using information and communication technologies, for which they receive an intermediate grade up to a maximum of 60 points. Work on independent assignments and study of recommended literature requires an additional 6 hours per week. Students who obtain at least 60 % of the maximum number of points (36 points) in the intermediate assessment are further assessed on the basis of a project on a chosen topic based on the areas covered in the course and present the project. The final assessment is a maximum of 40 points. A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points Scale of assessment (preliminary/final): 60/40	
Learning outcomes: Students will gain an overview of the history of ICT, its current use and future trends affecting the ICT field. The course will provide a basic understanding of the architecture of modern electronic devices, how they work and how they can be used in the information and creative industries. Students are encouraged to use the technologies independently, diagnose basic problems where appropriate, and use them safely in accordance with current standards in the subject area. On completion of the course, students should be able to work independently both analytically and creatively with a wide range of hardware and software using standardised working environments.	
Class syllabus: Information and its transmission, technological eras, development of technology. Information and communication devices. Architecture of computers and mobile devices. Desktop and mobile operating systems. Fundamentals of system and program architecture. User interfaces and their meaning. Text, image, audio and video processing. Data storage, offline and online access, cloud solutions. Computer networks, Internet and intranet principles. Information security, basics of secure behaviour, security policies. Artificial intelligence, its current use.	
Recommended literature: STOFFA, J., & STOFFOVÁ, V. (2017). Terminológia informatiky a IKT HUDÁKOVÁ, D., & PAĽOVÁ, D. (2009). Spracovanie informácií pomocou nástrojov IKT PIKUS, M. (2019). Počítač v meste	

MENDELOVÁ, L. (2019). Realita virtuálna ČEJKOVÁ, J., & ČAPEK, K. (2020). Robot 100: Sto rozumů					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
82,46	1,75	1,75	0,0	1,75	12,28
Lecturers: Mgr. Juraj Grečnár, PhD., RNDr. Eva Capková, PhD.					
Last change: 29.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-026/22	Course title: Internet Marketing
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: The maximum number of points achieved is 100, the minimum number of points required is 50. The score consists of: - two sub-tasks, worth a maximum of 20 points in total - two workshops, worth a maximum of 80 points in total A minimum of 50 points is required for successful completion of the course. Prerequisite for successful completion of the course is: A) completion of two sub-assignments, B) completion of the online preparatory workshop and the boot_camp workshop, C) total attendance: 7x online + 3x offline meeting, D) passing the test, E) oral exam: presentation of an online marketing mind map. Grade: A: 90-100 points; B: 80-89 points; C: 70-79 points; D: 60-69 points; E: 50-59 points; Fx: 0-49 points	
Learning outcomes: Students will learn practices for analyzing user behavior in online environments, theoretically explore the relationships of interpersonal interactions (user creator vs. user consumer) in online environments. Through the practice of mind mapping, students will develop their own interpretation of the relationships of the different industries in the category of "Internet Marketing". In the form of practical workshops, students will gain experience of working in sub-teams of "professional" teams as well as in a large "agency" team, where their task will be to create a strategy for a fictitious e-shop based on their theoretical knowledge and then to translate the chosen strategy into a functional marketing campaign in the online environment.	
Class syllabus: 1) Theoretical part (class_01-04) // form: online meetings In a combined form of lectures, self-study and practical exercises, students will get acquainted with the basic areas of Internet marketing. 2) Preparatory workshop (class_05-07) // form: online meetings	

The online meeting will simulate "agency work" on a fictitious project. Students will work in small groups (1-3) on sub-tasks that together will constitute a coherent project. The workshop will begin with the specification of a "client" followed by the design of an online strategy, the presentation of the strategy, and the subsequent execution of the strategy.

3) Main workshop (boot_camp) // form: 3-day workshop

During the intensive workshop, students work together to build on the work started in the previous online workshop. Students divide the chosen strategy into sub-tasks for each other. The executive part of each assignment will be divided into groups (1-3 students), with the final outcome largely depending on the level of the individuals, the individual teams as well as the whole working group. The sub-tasks that students will complete during both workshops are:

1) keyword analysis, 2) web analytics setup, 3) cms system management, 4) graphic design, 5) ppc specialist, 6) copywriter, 7) account manager, 8) reporting

Recommended literature:

Mandatory:

Online marketing. Brno: Computer Press, 2014. ISBN 9788025141557.

Online marketing: tvorba zarábajúceho webu. [S.l.]: Affiliate siet' Dognet, [2019]. ISBN 978-80-89969-02-9.

ARIELY, Dan a Jeff KREISLER. Psychológia peňazí: akých omylov sa dopúšťame pre uvažovaní o peniazoch a ako utrácať rozumnejšie. Preložil Ľubomíra KUZMOVÁ. Bratislava: Premedia Group, 2018. ISBN 978-80-8159-570-7.

ARIELY, Dan. Ako klameme ostatných aj sami seba. Preložil Tomáš MRVA, preložil Patrik DULÍK. Bratislava: Premedia, 2014. ISBN 978-80-89594-45-0.

ARIELY, Dan. Ako klameme ostatných aj sami seba. Preložil Tomáš MRVA, preložil Patrik DULÍK. Bratislava: Premedia, 2014. ISBN 978-80-89594-45-0.

Supplemental:

<https://www.csfd.cz/film/812238-socialni-dilema/prehled/>

https://www.goodreads.com/author/list/788461.Dan_Ariely

https://www.goodreads.com/author/show/4603.Tony_Buzan

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 15

A	B	C	D	E	FX
53,33	20,0	20,0	0,0	0,0	6,67

Lecturers: Jan Ladecký

Last change: 29.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-052/22	Course title: Introduction to Mediamatics
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: A student may earn a maximum of 100 points during the semester, with 90 points for required assignments and 10 points for active work and optional assignments. The assignments reflect the content of the course and assess mastery of the relevant competencies. Assignments must be handed in by the due date; if the assignment is seven days late, the student may receive 50% of the maximum points for the assignment; if the assignment is more than seven days late, the student will not receive any points for the assignment. The final grade will be the sum of the points earned. Weighting of the midterm/final grade: 100/0. A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will gain basic knowledge of the functioning of processes in the academic environment, including the organisation of the university, the functioning of academic self-government and the division of competences of individual academic bodies. Students will also acquire basic knowledge in the field of cognitive science, which is related to learning processes and how to apply knowledge in everyday practice. Students will also acquire skills that are essential for further work during their studies: communication and presentation skills, effective work with information sources: searching, evaluating and organising them, processing information and knowledge in the form of infographics, designing, implementing and post-processing data obtained from questionnaire surveys. Students are able to write academic papers, recognising the importance of applying academic ethics and understanding the threat posed by plagiarism in an academic environment.	
Class syllabus: 1. organisation of processes in the academic environment (UK authorities, academic self-government, running of the university, faculty, institute, processes related to studies, including the possibility of student mobility); 2. processes related to learning (basics of brain function and memory, focused and diffuse modes, motivation, procrastination and effective methods to avoid it)	

3. effective presentation (principles, preparing an effective presentation, different presentation forms and tools (in academic settings, Ted Talk, Pecha Kutch);
4. information resources: types of information resources, information resources used in academic settings)
5. tools for finding information resources
6. evaluation of information resources
7. questionnaire surveys (design principles, tools for creating online questionnaires)
8. data processing of questionnaire survey data in MS EXCEL (basics of data processing, types of variables used, descriptive statistics for individual variables)
9. data processing from the questionnaire survey in MS (tabular and graphical representation)
10. interpretation of the results obtained from the questionnaire survey
11. academic writing (citation ethics, correct ways of citing scientific literature)
12. academic writing (plagiarism, how to write an academic text)

Recommended literature:

Mandatory:

MAKULOVÁ, Soňa, BUZOVÁ, Katarína. Manažment informačných zdrojov a knižnično informačných

služieb online . Bratislava: ELET, 2011. 174 s. ISBN 978–80–88812–23-4. Dostupné na: http://www.elet.sk/externe/MIZKIS_ucebnica.pdf

STEINEROVÁ, Jela, GREŠKOVÁ, Mirka, ILAVSKÁ, Jana. Informačné stratégie v elektronickom prostredí.

Bratislava: Univerzita Komenského v Bratislave 2010. 192 s.

HRDINÁKOVÁ, Ľ. Review: metóda hodnotenia informačných zdrojov. Bratislava. 2013.

Dostupné

na: <https://uniba.sk/fileadmin/ruk/ak/ig-review.pdf>

Supplemental:

OAKLEY, Barbara, SEJNOWSKI, Terrence: Learning how to learn. COURSERA. <https://www.coursera.org/learn/learning-how-to-learn>

GAVORA, Peter a kol. 2010. Elektronická učebnica pedagogického výskumu. [online].

Bratislava :

Univerzita Komenského, 2010. Dostupné na: <http://www.e-metodologia.fedu.uniba.sk/> ISBN 978–80–223–2951–4.

ŘEZÁNKOVÁ, Hana. Analýza dat z dotazníkových šetření. Praha : Professional Publishing, 2010.

217 s. ISBN 9788074310195.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 46

A	B	C	D	E	FX
17,39	21,74	15,22	10,87	17,39	17,39

Lecturers: RNDr. Eva Capková, PhD.

Last change: 29.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-060/22	Course title: Language Culture and Creative Writing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: 1. Elaboration of a written term paper in any field of language culture or creative writing. The work consists of two parts. In the first theoretical part, the relevant problem is analyzed, in the second part, it is applied in language practice or creative writing using concrete examples. Due to the continuously submitted and evaluated parts of the written assignment, there is no correction deadline. 3 credits 2. Active participation in classes and exercises, where partial results related to semester work are continuously checked and presented. In parallel, the student works out another four control tasks, which he presents in the exercises. The condition for passing the subject is to present, or submit at least two-part assignments: 2 credits a) partial task 1: prepare and present an example from the field of journalistic style news genres (information, reports) on a current topic; b) partial task 2: prepare to present examples from the range of analytical genres of journalistic style (analysis, commentary); c) partial task 3: prepare and present examples from the circle of fiction genres of journalistic style (anecdote, feature, short story - story); d) partial task 4: prepare and present examples of professional style (annotation, abstract, criticism, review) or prepare a poll, interview and simulate an interview. The correction deadline is in the form of an exam Evaluating scale: A: 100-91 B: 90-81 C: 80-73 D: 72-66 E: 65-60 FX: 59- 0	
Learning outcomes: Learning outcomes: Students will become cultured and creative users of literary language in its oral and written form. They will learn to understand the language and its levels in the form of a system, especially the stylistic-pragmatic one, and use it in the concrete practice of creative writing, as well as the creation, processing and interpretation of media and information content. They will become familiar with the theoretical and practical components of the stylization of language expression and stylistic procedures, while their language competences will reflect literary standards in communication. They have practical skills in analysis, interpretation and effective communication. As creative	

users of the language, they will be employed in the field of marketing, advertising, copywriting, journalism and media in the print and internet fields. They can be implemented in a wide range of professions, such as editors, drafters, editors, publicists, reporters, speakers, journalists, moderators, administrators and administrators, as well as creators of written content for websites or copywriters, applying original and progressive language solutions in the spirit of system rules in these professions. In the field of journalistic style, they are able to adapt to the creation of news, analytical and partly fiction genres, including the authorship of criticism and review notes. In addition to prepared oral and written presentations, they will learn to react and improvise even in situations where they did not have the opportunity to prepare. Language awareness and creativity in oral and written communication and speeches will become part of their professionalism, while they have the prerequisites to further cultivate their language expression and present a lively positive relationship to it.

Class syllabus:

1. Teoretická a praktická zložka jazykovej kultúry
2. Klasifikácia jazykov
3. Tézy k dejinám spisovnej slovenčiny
4. Vzťah spisovnej slovenčiny a nárečí
5. Jazykové roviny
6. Slohové postupy
7. Štylistika
8. Realizačné formy jazyka
9. Jazykový redaktor a jazyková kultúra v médiách
10. Sociolingvistika
11. Paralingvistika
12. Tvorivé písanie

Recommended literature:

Literature:

Jazyková encyklopédia (zostavovateľ Jozef Mistrík). Bratislava: Vydavateľstvo Obzor, 1993, 513 s. ISBN 80-215-0250-9.

Jazyková kultúra na začiatku tretieho tisícročia (zborník, editor Matej Považaj). Bratislava:

Jazykovedný ústav Ľudovíta Štúra SAV, VEDA, 2009, 216 s. ISBN 978-80-224-1052-6.

KRÁĽ, Ábel – RÝZKOVÁ, Anna: Základy jazykovej kultúry. Bratislava: Slovenské pedagogické nakladateľstvo, Bratislava 1990, 128 s. ISBN 80-08-00280-8.

PETRUFOVÁ, Mária: Vybrané kapitoly z rétoriky a jazykovej kultúry (Študijné texty z teórie – úlohy a praktické cvičenia). Liptovský Mikuláš: Vojenská akadémia, 1999, 120 s. ISBN 80-8040-091-1.

Recommended literature:

Kultúra spisovnej slovenčiny (zborník, vedecký redaktor Jozef Ružička). Bratislava: Vydavateľstvo Slovenskej akadémie vied, 1967, 291 str.

Kol.: Jazyky sveta v priestore a čase. Bratislava: SAV, VEDA, 1996, 356 s. ISBN 80-224-0459-4.

MAGINCOVÁ, Dagmar: Jazyková kultura pro nefilologické odbory. Hradec Králové:

Pedagogická fakulta Univerzity v Hradci Králové, 2009, 127 s. ISBN 20090715.

Otázky jazykovej kultúry (Jazyková kultúra a jazyková ekológia)/(zborník, vedeckí redaktori Ábel Kráľ a Juraj Vaňko). Nitra: Filozofická fakulta Univerzity Konštantína Filozofa, 2004, 228 s. ISBN 80-8050-772-4.

Spisovná slovenčina a jazyková kultúra (zborník, vedecký redaktor Ján Doruľa). Bratislava: SAV, VEDA, 1995, 200 s. ISBN 80-224-0428-4.

Spisovný jazyk a jazyková kultúra (zborník, výkonný redaktor Ján Bosák). Bratislava: Jazykovedný ústav Ľ. Štúra SAV, 1978, 109 s.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 18					
A	B	C	D	E	FX
55,56	11,11	16,67	5,56	0,0	11,11
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 05.01.2023					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-033/22	Course title: Legislative Aspects of Mediamatics
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, the program includes two written examinations, from which the student can obtain max. 20 points. For active participation in lectures and seminars, the student can get a maximum of 15 points. In addition to active participation in lectures and seminars, self-study of literature is required in the range of 5-7 hours per week, which is checked during the exercises and during written examinations. Part of the exercises is realized in the form of a workshop, where students practically practice the knowledge gained in lectures and also by studying basic literature. The course ends with an oral exam, from which you can get max. 45 points. At least 92 points must be obtained to obtain an A rating, at least 84 points to obtain a B rating, at least 76 points to obtain a C rating, at least 68 points to obtain a D rating and at least 60 points to obtain an E rating. Scale of assessment (preliminary/final): 55/45	
Learning outcomes: The student will gain a basic awareness of the legal system, the ability to orient and understand the legislation. They will also gain detailed knowledge of the provisions of copyright law, knowledge of relevant EU directives and regulations and knowledge of the principles on which the Civil / Commercial Code is based. All the above-mentioned acquired knowledge contributes to the formation of the graduate's profile and helps its application in practice either as an employee - information specialist or SZČ person.	
Class syllabus: 1. History of law - pointing to the adoption of the principles of Roman law 2. The system of law in the Slovak Republic, the constitution, laws with an emphasis on understanding the hierarchy of legal regulations and institutions that create them. 3. basic terms: definitions, meaning for practice (law, validity, effectiveness, legal presumption, goodwill, legal fiction, ...) 4. civil law - meaning, content and areas of application of the Civil Code, contracts 5. commercial law - the meaning, content and areas of application of the Civil Code, contracts 6. industrial law, (patent, industrial design, trademarks) 7. law on electronic communications, internet regulation 8. law on advertising: what is advertising, comparative advertising, misleading advertising	

9. GDPR, Personal Data Protection Act, protection of information privacy 10. free access to information: philosophy of GDPR, exceptions, operation of new ICT 11. copyright law: the terms work, author, copyright and their application in practice Copyright law: copyright protection, exceptions, "legal licenses" 13. Digital copyright management: purpose, principle, current state of use					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 15					
A	B	C	D	E	FX
0,0	33,33	33,33	33,33	0,0	0,0
Lecturers: prof. Ing. Milan Konvit, PhD.					
Last change: 30.05.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-021/22	Course title: Logics
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: PA - Conditions for passing the subject 1. preparation of three written assignments (20 points, 10 points, 20 points), which are submitted continuously during the semester, or will be brought to class prepared: ● negation of compound statements; ● valid schemes of logical reasoning (reasoning using modus ponens, reasoning using modus tollens, faulty schemes of logical reasoning (denying the assumption, confirming the conclusion); ● checking the correctness of judgments and solving word problems. Working out assignments will contribute to understanding the principles of intellectual activity, which is one of our most valuable knowledge. It makes the mind extremely precise and precise in its analysis, merciless to lies and illogicality, always consistent in its conclusions. All this, in one way or another, affects other aspects of both theoretical and practical application of thinking, which we emphasize in the profile of the graduate.. The condition for passing the course is to obtain at least 50% of the required points. 2. complex activity during the semester, for example: (activity in the class when checking assignments, submitting assignments on time, participating in discussions). The final assessment takes place in the form of an oral exams Weight of interim / final assessment: 50/50 Assessment: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points	
Learning outcomes: VV - Education results The basic goal of teaching in the subject Logic is the acquisition of knowledge and skills that are important for clear and precise expression, formulating thoughts and logical correct reasoning. Thinking about basic logical principles makes sense for a person, because it contributes to the development and improvement of not only logical, but also other thinking skills. It mainly teaches the ability to generalize, abstract, grasp the meaning and concept of a whole, connect its parts, identify the most important and separate it from the secondary, perceive the unusual in everyday life, etc. The art of right thinking involves not only logical consistency, but much more. Above all, the desire for truth, intellectual honesty, creativity and courage, criticality and self-criticism of the mind; the ability to rely on previous experience; listen to and consider the other side if they are right; the ability to correctly defend one's beliefs, etc. Logical and critical thinking will teach	

students to look at the situation with a certain distance, assess the facts and draw conclusions based only on the facts. Students will learn to detect logical errors in expression and reasoning, and will also acquire logical tools that enable the elimination of these errors and the refinement of language expressions. Students will acquire the ability to judge, draw conclusions from given assumptions, analyze correct procedures, and face wrong ones. The aim of the course is to present logic as a useful tool for analyzing and evaluating arguments wherever language communication comes into play. The goal is primarily to cultivate the habit of checking the correctness of judgment so that this check becomes automatic for students. Students will learn to resist attempts to influence their opinions, actions and emotions. Logical abilities could protect them from them. Just like before the influence of advertisements in the media, distorted news, and unrealistic promises of politicians. They will become convinced of how important it is to correctly pronounce the negation of a statement without using the phrase: "it is not true that...". They will be able to decide on the correctness of the judgment. They recognize the fact that any conclusion follows from a questionable set of premises. Or it is possible to prove anything from questionable premises, for example even what is not true. The quality of thinking determines the success of each individual and society. Students need to master logical principles so that their application is natural and free, not hindered by thought processes. Only in this case will real creativity be possible, which will include not only the ability to present an interesting idea, but also the ability to convincingly justify and defend it.

Class syllabus:

SO - Brief outline of the subject

1. Logic as a science. The subject of the study of logic. Development of logic. 2. Reasoning (argumentation), argument (judgment). 3. Definition of the relation of logical implication. 4. Propositional logic (VL). Basic logical operations. 5. Language VL. Syntax. Semantics. Formulas of the VL language. Tautology, contradiction. 6. Logical laws of VL. Law of Identity, Law of Negation of Logical Controversy, Law of Exclusion of the Third, Law of Sufficient Reason. 7. Transformation from natural language to VL language. 8. De Morgan's laws of negation of conjunction and disjunction, law of negation of implication. 9. Logical reasoning in VL. Valid schemes of logical reasoning. Reasoning using modus ponens. Reasoning by modus tollens. Faulty schemes of logical reasoning (denying the assumption, confirming the conclusion). 10. Checking the correctness of judgment. Properties of deductive judgments. 11. Deductive arguments and inductive arguments. 12. Basics of 1st order predicate logic. Predicates. Quantifiers. The law of negation of the general quantifier. The law of negation of the existential quantifier. 13. Subject - predicate logic of Aristotle. General positive, partial positive, general negative, partial negative statements and their schemes. 14. Logical square. Contradictory, contradictory and sub-contradictory statements. 15. Deductive implication and categorical syllogism. The concept of syllogism. Figures and modes of syllogism. 16. Representation of individual modes using Viennese diagrams. 17. Trivially valid deductive arguments. Circular arguments, arguments with a necessarily true conclusion, arguments with at least one necessarily false premise. 18. Natural deduction in propositional logic. Basic and derived transformation rules, proof methods (direct proof, indirect proof). Implication decomposition.

Recommended literature:

Basic:

JASEČKOVÁ, G.: Logic II. Bratislava, UK in Bratislava, 2018. 208 p. (print), ISBN 978-80-223-4491-3.

JASEČKOVÁ, G.: Logic. 1st ed., Žilina: Žilina University in Žilina, Faculty of Humanities, Department of Media and Cultural Heritage, 2015. 150 p. ISBN 978-80-89832-10-1.

JASEČKOVÁ, G.: Logic of scientific knowledge. 1st Ed., Žilina: Žilina University in Žilina, Faculty of Humanities, Department of Media and Cultural Heritage, 2015. 111 p. ISBN 978-80-89832-02-6. GAHÉR, F.: Logic for everyone. IRIS. Bratislava 2003. JASEČKOVÁ G.: Logika I. Žilina, Poradca, s.r.o., 2013. ZOUHAR, M.: Basics of logic for social sciences and humanities. Bratislava, Science, 2008. SOUSEDIK, P.: Logic for students of humanities, Vyšehrad 2001. Additional: PEREGRIN, J.: Logic and logics. Academia. Prague 2004. HAACK, S.: Philosophy of Logics, Cambridge University Press, Cambridge 1978. BROWN, J.R.: Philosophy of Mathematics. Routledge 1999. GRIADOJO, D. I.: Logic. Moscow UNITY. 2003. ŠVEJDAR, V. : Logic, incompleteness, complexity and necessity. Prague, Academia, 2002. KVASNIČKA, V., POSPICHAL, J. Mathematical logic. Bratislava: Slovak Technical University in Bratislava, 2006.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 18					
A	B	C	D	E	FX
27,78	5,56	16,67	0,0	33,33	16,67
Lecturers: doc. Galina Jasečková, CSc.					
Last change: 30.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-016/22	Course title: Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: In addition to 4 hours of direct teaching, the time allowance of the course also includes time that must be devoted to self-study of professional and scientific literature in the field of management, monitoring of available web conferences, multimedia content (especially through www.youtube.com) and other web content, as well as creating assignments. It is assumed that students will devote time to the activities in the range of 5 to 8 hours per week. Ongoing evaluation: • scoring for active participation (maximum 13 points), • presentation of the analysis of the selected sub-market (maximum 10 points), • solution and submission of the assigned semester project (maximum 20 points). It is possible to get a maximum of 43 points in the exercises. To register for the exam, the student must achieve a minimum of 30 points. Examination: in the form of a written and oral examination. Rating: A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points	
Learning outcomes: After completing the course, students are able to understand the workload of the manager as well as other managers at different levels, whether in a larger company or in a small and medium-sized enterprise, while realizing the importance of management in each organization. They will also understand the importance of day-to-day management activities as well as those that take place in emergencies in which the organization may find itself. The development of so-called soft skills is connected with the practical overlap of basic techniques into other spheres of everyday life of students. The development of logical and critical thinking is supported by familiarity with communication and leadership techniques, managerial etiquette and intercultural differences in managerial work. The acquired theoretical knowledge is supported by practical skills used in the analysis of management methods and business plan creation, as a result of which students gain a competitive advantage in the labor market after graduation, especially in the positions of web content manager, digital designer, media and a network marketing specialist.	
Class syllabus:	

1. The essence of management, the definition of the term management. 2. Historical development of management. 3. Definition of other terms related to management. 4. Modern management. 5. Manager. 6. Manager's personality. 7. Professional qualities of a manager. 8. Basic managerial functions. 9. Leadership. 10. Managerial communication. 11. Managerial etiquette. 12. Specific types of management I. 13. Specific types of management II.					
Recommended literature: KOŠIČIAROVÁ, I. Manažment obchodnej spoločnosti. Ostrava: Key publishing, 2017. ISBN 9788074182761. PAPULA, J. a kol. Strategický manažment. Bratislava: Wolters Kluwer, 2019. ISBN 9788075985354. DUPAL, A. a kol. Manažment výroby. Bratislava: Sprint2, 2019. ISBN 9788089710508. DUPAL, A. Manažment výroby: Zbierka príkladov. Bratislava: Ekonóm, 2018. ISBN 9788022545167. MAJTÁN, M. Manažment. Bratislava: Sprint2, 2019. ISBN 9788089710270. MAJTÁN, M. Manažment: Prípadové štúdie. Bratislava: Ekonóm, 2015. ISBN 9788022541039. SIVÁČEK, M. Dokonalá hra: Manažment. Bratislava: Albert Marenčin - Vydavateľstvo PT, 2018. ISBN 9788056903506. Doplňková: SROKA, W. Management of network organizations: theoretical problems and the dilemmas in practice. Cham, Switzerland: Springer, 2015. ISBN 978-3-319-36559-6. EVANS, J. R. Quality and performance excellence: management, organization, and strategy. Boston, MA: Cengage Learning, 2017. ISBN 978-1-305-66222-3. NENADÁL, J. a kol. Management kvality pro 21. století. Praha: Management Press, 2018. ISBN 978-80-726-1561-2. VEBER, J. a kol. Management inovací. Praha: Management Press, 2016. ISBN 978-80-7261-423-3.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 24					
A	B	C	D	E	FX
33,33	4,17	8,33	20,83	25,0	8,33
Lecturers: Ing. Lukáš Vartiak, PhD.					
Last change: 28.05.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-022/22	Course title: Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: In addition to 4 hours of direct teaching, the time allowance of the course also includes time that must be devoted to self-study of professional and scientific literature in the field of marketing, monitoring of available web conferences, multimedia content (especially through www.youtube.com) and other web content, as well as creating assignments. It is assumed that students will devote time to the activities in the range of 5 to 8 hours per week. Ongoing evaluation: • scoring for active participation (maximum 13 points), • presentation of the analysis of the selected sub-market (maximum 10 points), • solution and submission of the assigned semester project (maximum 20 points). It is possible to get a maximum of 43 points in the exercises. To register for the exam, the student must achieve a minimum of 30 points. Examination: in the form of a written and oral examination. Rating: A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points	
Learning outcomes: After completing the course, students are able to understand the essence of marketing from the perspective of the marketing manager, as well as other employees in current and managerial positions, whether in the marketing department of a larger company or in a small and medium-sized enterprise. They will also understand the usual marketing activities carried out in the company, but also the extraordinary ones, such as when planning and implementing a massive marketing campaign. Emphasis is placed on providing an overview of individual areas of marketing management and providing a comprehensive view of their interaction with consumers and competitors. The course supports the development of so-called soft skills and critical thinking, while the acquired theoretical knowledge is supported by practical skills used in the analysis of marketing campaigns, micro and macro environment analysis and the compilation of SWOT, PESTLE and 5F analysis. Successful graduates will acquire skills and competencies that, after graduation, will give them a competitive advantage in the job market, especially in the positions of specialist in network marketing, market research analyst, digital media designer.	

Class syllabus:

1. Marketing and its essence.
2. Basic concepts in the field of marketing I.
3. Basic concepts in the field of marketing II.
4. Marketing environment of the object.
5. Analysis of the marketing environment.
6. Analysis of competition and determination of competitive strategies.
7. Marketing mix and its elements.
8. Marketing mix strategies.
9. Marketing communication.
10. New forms of marketing communication.
11. Neuromarketing.
12. Psychology in marketing.
13. Building relationships with customers.

Recommended literature:

Additional:

KARLÍČEK, M. a kol. 2018. Základy Marketingu. Praha: Grada Publishing, a.s.. ISBN 978-80-247-5869-5

KUBINA, M. a V. LENDEL. 2018. Budovanie systému riadenia vzťahov so zákazníkmi v podniku. Žilina: EDIS. ISBN 978-80-554-1497-3.

YOUNG, M. a D. OGILVY. 2018. O reklamě v digitálním věku. Praha: Svojtka & Co., s.r.o., 2018. ISBN 978-80-256-2159-2

MATISKO, P. Marketingové myšlení: jak budovat podnikání silné od základů. Praha: Cyberma, 2020. ISBN 978-80-270-7922-3.

TÁBORECKÁ-PETROVIČOVÁ, J. Marketingový výskum. Banská Bystrica: Belianum, 2020. ISBN 978-80-557-1814-9.

JESENSKÝ, D. a kol. Marketingová komunikace v místě prodeje: POP, POS, in-store, shopper marketing. Praha: Grada, 2020. ISBN 978-80-271-1724-6.

Doplňková:

BÁRTA, L. Sami v moři konkurence: marketing management bez kvapky teorie ve 20 problémech a 80 řešeních. Brno: BizBooks, 2019. ISBN 978-80-265-0853-3.

GÚČIK, M. a kol. Marketing podnikov cestovného ruchu. Bratislava: Wolters Kluwer, 2018. ISBN 978-80-8168-812-6.

KOLB, B. Marketing research: a concise introduction. London: SAGE, 2018. ISBN 978-1-5264-1927-9.

KOTLER, P. a kol. Marketing 4.0: moving from traditional to digital. Hoboken, New Jersey: John Wiley & Sons, Inc., 2017. ISBN 978-1-119-34120-8

Languages necessary to complete the course:**Notes:****Past grade distribution**

Total number of evaluated students: 30

A	B	C	D	E	FX
40,0	30,0	13,33	13,33	0,0	3,33

Lecturers: Ing. Lukáš Vartiak, PhD.

Last change: 28.05.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-061/22	Course title: Philosophy of Information
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: The seminars continuously develop 6 (assessed) assignments: 1. Happiness as an ultimate goal. (listening to recommended philosophical podcasts and elaboration of a philosophical reflection + active participation in a common discussion); 2. The meaning of life. (listening to the recommended philosophical podcasts and elaborating a philosophical reflection + active participation in a joint discussion); 3. The moral dilemma with the tram and the "morality" of the autonomous vehicle (studying recommended articles and videos and developing an argumentative essay to support one's own positions in the context of existing ethical theories + active participation in the joint discussion); 4. Theories of truth. (studying materials on the topic and then developing an analysis of the application of different theories of truth in one's own life - physical and digital information space + active participation in a discussion); 5. Disinformation. (studying materials on the philosophy of creating disinformation and guidelines for verifying the truthfulness of information in the digital information space, such as the CRAP test, and then developing your own test to verify the truthfulness of information in the form of an infographic, the effectiveness of which will be verified on different types of disinformation on the web together with students + active participation in a joint discussion); 6. Identifying the ideas of philosophers in the film The Matrix. (watching the movie Matrix I, then developing an analysis identifying the ideas of philosophers in different scenes of the movie + active participation in a discussion); Ungraded assignments - active participation in a discussion on Shannon's mathematical information from "bit to qbit" and physical information (digital physics and the world as a supercomputer) and on the Importance of philosophy in the digital information space. (studying the article Google's Philosopher: How an Oxford don is helping the tech giant... and the case of "Gonzalez" + active participation in a joint discussion on the place of philosophy in the digital information environment). 2 absences are allowed in the seminars. Students may earn 10p for each assignment worked on. In total, the student may earn 60pts in the seminars. A student may register for the exam if he/she has achieved at least 61% of the mark (37b) in the seminars. The exam is passed if the student has achieved at least 61% of the level of knowledge required on the exam. The calculation of the overall grade is equal to the average of the percentages obtained (seminars + exam), with the exam	

and seminar grades having an equal weight of 1:1. The student must achieve at least 61% in the overall assessment.

Grades: A: 100-91%; B: 90-81%; C: 80-73%; D: 72-66%; E: 65-60%; Fx: 59-0%.

Learning outcomes:

Students acquire the basic attributes of philosophical thinking and are able to apply it to practice, e.g. they are able to identify the ideas of philosophers in stories, distinguish whether philosophical perspectives are rationalist or empiricist, and which view of metaphysics has been applied in a given context. They will also be able to apply and identify the use of theories of truth in both digital and physical information spaces and perceive the philosophy of producing misinformation in the context of the workings of digital and social media. The acquired knowledge is set in the broader context of the philosophy of information science, highlighting the complex ethical and moral problems of the current information environment. Students after completing the course will gain a basic overview of the problems of "information" (epistemological, metaphysical) and at the same time be able to perceive information as a mathematical, communicative, semantic, biological, physical, as well as a social and ethical problem. Students will acquire the ability to identify diverse philosophical issues of information in digital space and to take a critical approach to working with information. They will gain the ability to identify and discuss diverse current issues in the philosophy of information in the context of the information society based on analyzed examples from practice.

Class syllabus:

1. Philosophy (what it is, basic terminology, reasons for the advent of philosophy, religion and mythology, basic questions of philosophy, etc.), problems of natural philosophers and Socrates (dialectical method).
2. Plato (reform of society, eudaimonism, world of ideas and reason, metaphor of the cave and today's hybrid space) and Aristotle (virtues, system of knowledge, formation of concepts, logic, deduction) and their comparison.
3. Philosophy and theories of truth (etymology of words, stories about truth, logic and truth, F. Bacon, G.W. Hegel, K.R. Popper: science and truth, correspondence, coherence, pragmatic and consensus theories of truth, post-factual era, artificial intelligence algorithms and objectivity of information).
4. Philosophy after ancient Greece in brief (medieval, T. Aquinas, Renaissance and empirical methods, Baroque and questions of being, Enlightenment and epistemology).
5. René Descartes: the mechanical understanding of nature, the universal method, the dream and the malevolent genius, Cogito ergo sum! and the application of ideas to hybrid digital space.
6. John Locke: empiricism, Tabula rasa, the process of cognition: simple and compound perceptions, objective and subjective perceptions, and the process of thought. G. Berkeley: empiricism, immaterialism, solipsism, Esse est percipi and the threat to the existence of the physical world, what if a tree falls in the forest - simulations and virtual reality.
7. D. Hume: empiricism, skepticism, agnosticism, principles of association, Hume's "fork" of correct knowledge: analytic propositions, deduction and tautology, synthetic propositions, induction and empirical propositions, D. Hume and the problem of compound ideas, causality and generalization vs. digital space.
8. I. Kant: comparison with D. Hume and R. Descartes, Kant and the two worlds, a priori forms/intuitions/categories, transcendental idealism. Kant and the categorical imperative.
9. Introduction to the philosophy of information: the concept of information and different views, information as the so-called fundamental concept of philosophy, information and metaphysics. Information and mathematics (Shannon's mathematical theory of communication, bit, entropy, coding).

10. Philosophy of information: semantic problem of Shannon's mathematical theory (Scandal of deduction, Bar-Hillel-Carnap paradox), Semantic content vs semantic information, status of truth in semantic information).
11. Philosophy of information: physical information - information as a fundamental aspect of the physical universe along with matter and energy (J.A. Wheeler and his From bit to it), digital physics, simulation theory and information. Biological information - as a living being, genes, as an agent. Information as reality, for reality and about reality.
12. Philosophy of information and the fourth revolution: hyperhistory, bit, big data, I. II. and III. order technologies and the transformation of reality into the infosphere.
13. Philosophy of information and "Onlife": Esse est percipi vs. To be is to be able to interact! A culture of representation. Four scientific revolutions (M. Copernicus, Ch, Darwin, S. Freud, A. Turing). Man as one of the inforgs in the infosphere.

Recommended literature:

Essential literature:

ZIMMER, R. (2016). Príbeh filozofie: Kľúč ku klasickým dielam. Slovart: Bratislava.

ROONEY, A. (2013). Příběh Filozofie. Omega: Praha.

GAARDER, J. (1996). Sofin svet: román o dejinách filozofie. Bratislava: SOFA, 1996.

Veľké myšlienky: Filozofia. 2020. Albatros Media Slovakia.

FLORIDI, L. (2019). Čtvrtá revoluce: Jak infosféra mění tvář lidské reality. Karolinum, 2019. ISBN 978802463034

Additional literature:

FLORIDI, L. (2010). Information: A very Short Introduction. Oxford University Press. 2010. ISBN 9780199551378

FLORIDI, L. (2013). The Philosophy of Information. Oxford University Press. ISBN 978-0199232390

Philosophical podcasts online: (Pravidelná dávka - <https://pravidelnadavka.sk/>)

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 1

A	B	C	D	E	FX
0,0	0,0	0,0	0,0	100,0	0,0

Lecturers: doc. PhDr. Marcela Katuščáková, PhD.

Last change: 27.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-068/22	Course title: Photography
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Participation in the theoretical-practical part, active participation in brainstorming and creating processes related to photography. Preparation and submission of the necessary pre-production, production and post-production assignments within the scope of the predefined and defense of the final project. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points	
Learning outcomes: The output of the course will be communication, economic, psychological, creative, technical and visual documents of selected topics. The student will learn about pre-production procedures of communication with the client, ways of working with quotations, confront the psychological aspects of working on a photographic work in a team and individual level. He will also participate in the modern creative process of pre-production and production part of the business. Last but not least, he/she will come into personal contact with techniques that correspond to the current world trends within photography and post-processing. The result will be the development, creation and presentation of a project, according to a predetermined range of topics - reportage, sports, product, advertising, art, portrait, astrophotography, macro, landscape, analogue, art, commercial photography.	
Class syllabus: 1. Functional history of photography, technical understanding of camera mechanics based on human biology. 2. A breakdown of the various techniques of photography in with direct links to the visual industry. 3. Formation of the different steps of pre-production, post-production. 4. Understanding the new technological innovations within the photography industry, IT technologies such as blockchain, NFT and the latest art-commercial industry. 5. Assignment creation, development, presentation of assignment in a team or individually. 6. Feedbackup of projects with the possibility of placement in a cryptographic interface.	
Recommended literature:	

PROKŮPEK, Vít. Psychologie ovlivňování. 2. vydání, aktualizované a doplněné. [Pardubice]: Vít Prokůpek. ISBN 9788090656543.

PINK, Daniel H. Kdy: věda a umění dokonalého načasování. Přeložil Libuše MOHELSKÁ. V Brně: Jan Melvil Publishing. Žádná velká věda. ISBN 9788075550521.

Cosmos - Spacetime odyssey - National Geographic: <https://www.natgeotv.com/me/cosmos-a-spacetime-odyssey>.

SMITH, Ian Haydn. Stručný příběh fotografie: kapesní průvodce klíčovými žánry, díly, náměty a technikami. Přeložil Jan PODZIMEK, přeložil Dina PODZIMKOVÁ. Praha: Grada. ISBN 9788027112579

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 26

A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0

Lecturers:

Last change: 29.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-066/22	Course title: Practice of Graphic Editors
Educational activities: Type of activities: internship Number of hours: per week: per level/semester: 52s Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: A prerequisite for the course is an internship in a company (digital/advertising/marketing/graphic agency) focused on the creation of graphic materials, in the form of advertising graphics, photography or video production. An alternative to taking the course is to focus on your own project in consultation with the lecturer. The outputs must be used for a real client/brand. The student will be assessed on the approach to the assignment, its breadth and the overall complexity of the assigned project. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; FX: 0-59 points	
Learning outcomes: By completing the course, students will gain knowledge of the real environment of advertising and digital agencies and practical experience in communication with clients. Students will learn to master the entire process of working on a graphic project, from the assignment, through the creation of a graphic work according to the customer's requirements, to its final delivery. The whole process will be supervised by the course tutor. The aim is to gain real industry experience, to master teamwork and to set up proper time management, thus increasing the realistic possibilities of students' employment in specific job positions.	
Class syllabus: 1. Familiarisation and introduction to the subject. 2. Presentation of currently available projects / consultation on which own project to focus on. 3. Creating a Design Brief. 4. Creation of the assignment / consultation. 5. Communication with the client/subject leader. 6. Feedbacks and submission of the assignment in the required format. 7. Evaluation.	
Recommended literature:	
Languages necessary to complete the course:	

Notes:					
Past grade distribution					
Total number of evaluated students: 11					
A	B	C	D	E	FX
72,73	9,09	0,0	9,09	9,09	0,0
Lecturers: Mgr. Ľubomír Dzurňák					
Last change: 31.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-063/22	Course title: Practicum in Psychology
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Course requirements: 1. Elaboration of a semester's work with the issue of personality psychology, for which an explicated methodical text is accessible. The work includes knowledge from several areas of psychology, primarily from general and social, related to biological, social and especially psychological determination of personality. In addition to socialization and cultural patterns, psychological determinants, focused behavior, creativity or the negative aspects of the typed personality are dominant. The work consists of three parts, which are comprehensively submitted at the end of the semester (for 2 credits): - psychological portrait of a world-famous personality; - psychological portrait of a close person; - psychological portrait of an asocial 2. Active participation in classes and exercises, while students are required to submit continuously assigned tasks related to the semester work and its three case studies. In this direction, the student develops, presents, comments and discusses three relational outputs, related to psychological processes and states. The condition for passing the subject and obtaining credits is to present the results of all three-part results of individual parts of the semester's work. 1 credit 3. Active participation in the exercises, while the student participates in discussions and polemics about the submitted and presented partial projects of classmates, as well as in the completion of illustrative exercises and tests (IQ, EQ and others). 1 credit The condition for passing the subject is to obtain at least 59% of the required 100% points. Evaluating scale: A: 100-91 B: 90-81 C: 80-73 D: 72-66 E: 65-60 FX: 59-0	
Learning outcomes: Learning outcomes: After successfully completing the course, students are able to understand the theoretical foundations of psychology and its historical development. They will also master the basic classification, definitions, subject and terminology of psychology, as well as its research methods (tests, interview, observation, questionnaire, analysis of activity products). They have developed cognitive skills, especially analytical and critical thinking. In practical work, they can use the acquired theoretical	

knowledge and methods to compile specific psychological portraits of various personality types. Furthermore, they gain an overview of basic psychological methods through the selection and description of psychological states and processes, mainly motivational and emotional factors, while being able to apply them in practice using case studies. At the same time, they will develop the ability to adopt correct, empathetic and altruistic attitudes, to argue and defend the agenda of their description of a psychological phenomenon. Students have the ability to compare individual models of personality typology in confrontation with the reality of everyday life practice and cultural patterns. The subject also aims to increase the level of their assertive communication, self-presentation, coordination and increase their own individual aspiration. Students also develop the ability to think critically and analyze problems, which is directly related to the development of their intelligence level.

Class syllabus:

1. Philosophy and psychology
2. Classification of sciences, psychological sciences
3. Definitions and subject of psychology
4. Terminology of psychology
5. Research methods in psychology
6. History of psychology
7. Disciplines of psychology
8. General psychology
9. Psychology of personality
10. Developmental psychology
11. Social psychology
12. Educational psychology

Recommended literature:

Literature:

BÍLÝ, Jiří: Základy psychologie a filosofie. Praha: EurolexBohemia, 2005, 1. vyd., 223 s. ISBN 80-86861-22-8.

BOROŠ, Július: Úvod do psychológie. Bratislava: Iris, 2002, 1. vyd., 305 s. ISBN 80-89018-35-1.

BOTTERILL, George – CARRUTHERS, Peter: Filozofia psychológie (z anglického originálu preložili Martin Kanovský a Juraj Hvorecký). Bratislava: Európa, 2008, 1. slov. vyd., 285 s. ISBN 978-80-89111-32-9.

BROZMANOVÁ, Elena – LEMEŠOVÁ, Miroslava – SABOVÁ, Lucia – SOKOLOVÁ, Lenka: Psychológia v otázkach. Bratislava: Univerzita Komenského, 2015, 1. vyd., 105 s. ISBN 978-80-223-3858-5.

HOMOLA, Miroslav – VTÍPIL, Zdeněk a kol.: Úvod do studia psychologie. Olomouc: Filozofická fakulta Univerzity Palackého, 1989, 211 s.

KOŠČ, Marián: Základy psychológie. Bratislava: Slovenské pedagogické nakladateľstvo, 2003, 5. doplnené vyd., 118 s. ISBN 80-10-00202-X.

NAKONEČNÝ, Milan: Základy psychologie. Praha: Academia, 2004, 1. vyd., 590 s. ISBN 80-200-1290-7.

NOCIAR, Alojz: Základy psychológie. Bratislava: Vysoká škola zdravotníctva a sociálnej práce sv. Alžbety, 2008, 2. vyd., 92 s. ISBN 978-80-89271-39-9.

Recommended literature:

BOROŠ, Július: Základy psychológie. Bratislava: Slovenské pedagogické nakladateľstvo, 1982, 2. prepracované vyd., 491 s.

KOŠČ, Marián: Základy psychológie. Bratislava: Slovenské pedagogické nakladateľstvo – Mladé letá, 2019, 8. vyd., 119 s. ISBN 978-80-10-03055-2. KULKA, Jiří: Psychologie umění. Praha: Grada, 2008, 2. preprac. a dopl. vyd., 435 s. ISBN 978-80-247-2329-7. OKRUHLICOVÁ, Anna – ZELINA, Miron: Základy psychológie pre stredné školy. Bratislava: OG – Vydavateľstvo POLANA, spol. s r. o., 2009, 68 s. ISBN 978-80-8116-004-2. STAVĚL, Josef: Antická psychologie. Praha: Státní pedagogické nakladatelství, 1972, 140 s. ŠLÉDR, Jiří: Psychologie umění. Praha: Karolinum, 1991, 1. vyd., 205 s. ISBN 80-7066-504-1.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 14					
A	B	C	D	E	FX
64,29	14,29	14,29	7,14	0,0	0,0
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 05.01.2023					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-041/22	Course title: Professional Practice 1
Educational activities: Type of activities: internship Number of hours: per week: per level/semester: 52s Form of the course: combined	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: The student completes a 52-hour/semester internship in a company/firm/organisation assigned to him/her on the basis of a pre-prepared portfolio in which he/she defines his/her skills. The company/firm/organisation can be selected from a list of companies with which the Institute has signed a contract/memorandum of mutual cooperation for the provision of traineeships. The student may also propose another company/firm/organisation, in which case the placement must be approved by the course tutor. The course grade is awarded by the subject teacher on the basis of: - information provided by the person in the company/firm/organisation responsible for supervising the student, taking into account, in particular, the student's attitude to work duties and the quality of the work carried out - the presentation of the skills acquired. In case of mutual satisfaction, the student may continue in the company/firm/organisation even during the completion of the Professional Practice 2 and 3 courses, respectively. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The professional practice is focused on the application of the acquired theoretical knowledge in the conditions of a specific company/company/organisation, taking into account the development of skills specific to a particular student and in such a way that their personal development is also ensured. Contact with practice and completion of the Professional Practice course enables students to gain an advantage on the labour market and possibly continue in a job position after graduation.	
Class syllabus: Familiarization with the mission, working procedures and the actual operation of the company/company/organization in which the student performs professional practice.. Verification of opportunities for the implementation of practical outcomes in the final thesis. To direct the professional practice towards the profiling and development of the student's personal competences, in the sense of personal coaching. Presentation of the practical skills acquired during the professional practice.	
Recommended literature:	

Languages necessary to complete the course:					
Notes:					
Past grade distribution					
Total number of evaluated students: 30					
A	B	C	D	E	FX
93,33	0,0	3,33	0,0	0,0	3,33
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 29.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-042/22	Course title: Professional Practice 2
Educational activities: Type of activities: internship Number of hours: per week: per level/semester: 52s Form of the course: combined	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: The student completes a 52-hour/semester internship in a company/organisation assigned to him/her on the basis of a pre-prepared portfolio in which he/she defines his/her skills. The company/organisation can be selected from a list of companies with which the Institute has signed a contract/memorandum of mutual cooperation for the provision of traineeships. The student may also propose another company/organisation, in which case the placement must be approved by the course tutor. The course grade is awarded by the subject teacher on the basis of: - information provided by the person in the company/organisation responsible for supervising the student, taking into account, in particular, the student's attitude to work duties and the quality of the work carried out - the presentation of the skills acquired. In case of mutual satisfaction, the student may continue with the company/organisation during the Professional Practice 3 course. The student completes the professional practice in the time outside the regular teaching time.	
Learning outcomes: The professional practice is focused on the application of the acquired theoretical knowledge in the conditions of a specific company/firm/organisation, taking into account the development of skills specific to a particular student and in such a way that their personal development is also ensured. Contact with practice and completion of the Professional Practice course enables students to gain an advantage on the labour market and possibly continue in a job position after graduation.	
Class syllabus: Familiarization with the mission, working procedures and the actual operation of the company/firm/organization in which the student performs professional practice.. Verification of opportunities for the implementation of practical outcomes in the final thesis. To direct the professional practice towards the profiling and development of the student's personal competences, in the sense of personal coaching. Presentation of the practical skills acquired during the professional practice.	
Recommended literature:	
Languages necessary to complete the course:	

Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
81,25	0,0	6,25	0,0	0,0	12,5
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 29.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-043/22	Course title: Professional Practice 3
Educational activities: Type of activities: internship Number of hours: per week: per level/semester: 52s Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: The student completes a 52-hour/semester internship in a company/firm/organisation assigned to him/her on the basis of his/her pre-prepared portfolio in which he/she defines his/her skills. The company/firm/organisation can be selected from a list of companies with which the Institute has signed a contract/memorandum of mutual cooperation for the provision of apprenticeships. The student may also propose another company/firm/organisation, in which case the placement must be approved by the course tutor. The course grade is awarded by the subject teacher on the basis of: - information provided by the person in the company/firm/organisation responsible for supervising the student, taking into account in particular the student's attitude to work duties and the quality of the work carried out - the presentation of the skills acquired. The work experience shall be completed by the student outside the normal school hours Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The professional practice is focused on the application of the acquired theoretical knowledge in the conditions of a specific company/firm/organisation, taking into account the development of skills specific to a particular student and in such a way that their personal development is also ensured. Contact with practice and completion of the Professional Practice course enables students to gain an advantage on the labour market and possibly continue in a job position after graduation.	
Class syllabus: Familiarization with the mission, working procedures and the actual operation of the company/firm/organization in which the student performs professional practice.. Verification of opportunities for the implementation of practical outcomes in the final thesis. To direct the professional practice towards the profiling and development of the student's personal competences, in the sense of personal coaching. Presentation of the practical skills acquired during the professional practice.	
Recommended literature:	
Languages necessary to complete the course:	

Notes:					
Past grade distribution					
Total number of evaluated students: 29					
A	B	C	D	E	FX
96,55	0,0	3,45	0,0	0,0	0,0
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 29.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-031/19	Course title: Seminar for Bachelor Thesis 1
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: combined	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: A student may earn a maximum of 100 points for required assignments during the semester. Assignments must be submitted by the due date, in case of a seven-day delay the student may receive 50% of the maximum number of points for the assignment, in the case of more than seven days late the student the assignment, no points will be awarded. The final grade will be the sum of the points earned. A: 93-100 points; B: 85-92 points; C: 77-84 points; D: 69-76 points; E: 61-68 points; FX: 0-60 points Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Acquire and be able to apply the skills necessary to write a thesis in a way that adheres to the basic principles of thesis writing, related standards and guidelines, including both content and formal editing.	
Class syllabus: Proposal for the timetable of the thesis. Idea map of the thesis. Information research - professional information sources, identification of relevant information on the topic, methods and tools for searching for sources. Citation ethics and citation standards - nature and importance, citation techniques. Methods in the thesis - the nature and importance of research in the thesis, research methods, research tools, qualitative vs. quantitative research, selected methods of the thesis (interview, observation, experiment, testing, content analysis, case study), the structure of the thesis and its different parts. Formal preparation of the thesis according to current methodological guidelines.	
Recommended literature: Mandatory: LICHNEROVÁ, Lucia, 2016. Písanie a obhajoba záverečných prác: vysokoškolské skriptá pre študentov Univerzity Komenského v Bratislave [online]. Bratislava: Stimul [cit. 2016-03.16]. Dostupné na: http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.pdf	

KATUŠČÁK, D. 2004. Ako písať záverečné a kvalifikačné práce. Nitra: ENIGMA 2004. ISBN 978-80-89132-45-4.

KIMLIČKA, Š. Metodika písania vysokoškolských a kvalifikačných prác: učebné texty – vybrané časti. Bratislava: Univerzita Komenského, 2005, 58 s.

STAROŇOVÁ, K. 2011. Vedecké písanie : Ako písať akademické texty. Martin : Osveta, 2011. 248 s. ISBN 978-80-8063-359-2.

Supplemental:

ŠUŠOL, J., LICHNEROVÁ, L., CHUDÝ, A. Úvod do autorského práva pre informačné štúdiá. [online]. Bratislava: Stimul, 2011. 147s. ISBN 978-80-8127-029-1. Dostupné na: http://stella.uniba.sk/texty/CHLS_pravo.pdf

MEŠKO, D. et al. 2004. Akademická príručka. 2. upravené a doplnené vydanie. Martin : Osveta, 2004. 316 s. ISBN 80-8063-200-6.

KIMLIČKA, Š. 2002. Ako citovať a vytvárať zoznamy bibliografických odkazov podľa noriem ISO 690 pre “klasické” aj elektronické zdroje. Bratislava : Stimul, 2002. 82 s. ISBN 80-88982.57-X.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 44

A	B	C	D	E	FX
45,45	13,64	15,91	9,09	11,36	4,55

Lecturers: RNDr. Eva Capková, PhD.

Last change: 29.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-035/19	Course title: Seminar for Bachelor Thesis 2
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: combined	
Number of credits: 6	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The aim of the course is to deepen the knowledge and skills necessary for writing a thesis, both in terms of content and form, and their individual application by students in their chosen thesis.	
Class syllabus: Methodological guidelines for final theses. Discussion of students' individual work - presentation and solution of problems. Methods of evaluation and interpretation of research data - their presentation and discussion of specific results in students' papers. Instructions for submission of theses in electronic and hard copy, preparation of the presentation and defence of the thesis.	
Recommended literature: Mandatory: LICHNEROVÁ, Lucia, 2016. Písanie a obhajoba záverečných prác: vysokoškolské skriptá pre študentov Univerzity Komenského v Bratislave [online]. Bratislava: Stimul [cit. 2016-03.16]. Dostupné na: http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.pdf KATUŠČÁK, D. 2004. Ako písať záverečné a kvalifikačné práce. Nitra: ENIGMA 2004. ISBN 978-80-89132-45-4. ŠUŠOL, J., LICHNEROVÁ, L., CHUDÝ, A. Úvod do autorského práva pre informačné štúdiá. [online]. Bratislava: Stimul, 2011. 147s. ISBN 978-80-8127-029-1. Dostupné na: http://stella.uniba.sk/texty/CHLS_pravo.pdf STAROŇOVÁ, K. 2011. Vedecké písanie : Ako písať akademické texty. Martin : Osveta, 2011. 248 s. ISBN 978-80-8063-359-2. Supplementary: MEŠKO, D. et al. 2004. Akademická príručka. 2. upravené a doplnené vydanie. Martin : Osveta, 2004. 316 s. ISBN 80-8063-200-6. KIMLIČKA, Š. 2002. Ako citovať a vytvárať zoznamy bibliografických odkazov podľa noriem ISO 690 pre "klasické" aj elektronické zdroje. Bratislava : Stimul, 2002. 82 s. ISBN 80-88982.57-X.	

KIMLIČKA, Š. Metodika písania vysokoškolských a kvalifikačných prác: učebné texty – vybrané časti. Bratislava: Univerzita Komenského, 2005, 58 s.
 GAVORA, Peter a kol. 2010. Elektronická učebnica pedagogického výskumu. [online]. Bratislava : Univerzita Komenského, 2010. Dostupné na: <http://www.e-metodologia.fedu.uniba.sk/> ISBN 978–80–223–2951–4.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 45

A	B	C	D	E	FX
42,22	6,67	8,89	11,11	20,0	11,11

Lecturers: RNDr. Eva Capková, PhD.

Last change: 30.12.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-069/22	Course title: Softskill Training
Educational activities: Type of activities: training session Number of hours: per week: per level/semester: 26s Form of the course: combined	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Students are actively engaged in soft skill development activities during the camp. The activities implemented are assessed based on the progress made in each skill. Course evaluation is based only on interim assessment of activities. Due to the format of the course, all learning activity is concentrated into a coherent 5 days, during which additional work may be required according to the objectives set, up to a maximum of an additional 10 hours during the course. Grade: A: 91-100 points; B: 81-90 points; C: 73-80 points; D: 66-72 points; E: 60-65 points; Fx: 0-59 points	
Learning outcomes: The concentration creates a space for students to individually develop soft skills that are applicable in further education and practice. Within the framework of the implemented activities, students will learn to identify their strengths and weaknesses, set goals for their positive development and create a plan to overcome possible obstacles at work. In doing so, they will develop not only personal skills, but also team experience, responsibility towards themselves and team members. They will learn how to better communicate their needs, propose and critically evaluate solutions to problems and implement set goals. They can give and receive constructive feedback.	
Class syllabus: Soft skills and their importance for individuals and society. Self-assessment, reflection on individual strengths and weaknesses. Setting a plan and its implementation. Responding to non-standard situations and stimuli. Coping with stressful situations. Interpersonal communication. Receiving and giving meaningful feedback. Team skills and individual responsibility within the team. Problem solving, exploring non-traditional solutions, creative focus, brainstorming. Continuous development of own personality and team skills.	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution					
Total number of evaluated students: 17					
A	B	C	D	E	FX
52,94	0,0	0,0	11,76	0,0	35,29
Lecturers: Mgr. Juraj Grečnár, PhD.					
Last change: 31.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-039/22	Course title: Videostreaming
Educational activities: Type of activities: seminar / training session Number of hours: per week: per level/semester: 26s / 26s Form of the course: combined	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: For successful completion of the course, during the semester the graduate will independently make an audio-video recording of one orchestral composition or part of a larger composition, or part of an orchestra rehearsal (60 points) and one chamber composition or part of a solo recital (20 points) at the Slovak Philharmonic. In post-production, both recordings will be edited, edited, transcribed, transcoded, retitled, final AV files created, made into an audio CD (5 points), video DVD (5 points) and published in the form of their own simple web presentation (10 points). Method of course completion: classification A minimum of 75 points is required for an A grade, a minimum of 70 points for a B grade, a minimum of 65 points for a C grade, a minimum of 60 points for a D grade and a minimum of 55 points for an E grade. A: 75-80 points; B: 70-74 points; C: 65-69 points; D: 60-64 points; E: 55-59 points; FX: 0-54 points	
Learning outcomes: The graduate is able to assemble and connect a recording chain (audio and video), operate it, create a recording, finalize the final product into audio recording and audio-video recording in different encodings and in different quality for the needs of streaming and storing on a server in the form of on demand archive of concerts. The aim of the course is to train the student in the cumulative function of a sound engineer/editor/cinematographer for audio-video recording in cooperation with a recording director and professional supervision of a Slovak Philharmonic staff member.	
Class syllabus: 1. Working with robotic cameras - construction, wiring, correct placement in the orchestra, setup, remote control, zooming, sharpening, colour balance, use of presets. 2. Editing - types of editing, details, units, capturing sections, soloists, conductor. 3. Working with the recording director - understanding the director's instructions, creating and suggesting shots to the director. 4. Other HW and SW equipment - finaliser, limiter, converter, computer, post production software. 5. Post-production - editing footage, mastering CDs and DVDs, preparing and implementing streaming. 6. Audio and video storage formats, data archiving - formats, codecs, media.	

7. Commercial vs. non-commercial use of recordings. 8. "On demand" archive website. 9. Statistics on attendance and listenership. 10. Symphony orchestra - sound specifics, composition, sections, sound capture. Large mixed choir - sound specifics, composition, sections, sound capture. 11. Various methods of sound recording with emphasis on the "one point system" and contact capture. Recording sections of the orchestra, selection and positioning of microphones. 12. Recording a solo instrument with an orchestra (violin, piano, etc.). Capturing a chamber ensemble or solo instrument.					
Recommended literature: Mandatory: JANOŮŠEK, Ivo: ABC Akustiky pro hudební praxi, Editio Supraphon. Praha 1979 KŘÍŽ, Miroslav: Zvuk na PC, Mobil Media, Brno SYROVÝ, Václav: Hudební akustika, AMU, Praha 2008 LONG, Ben - SCHENK, Sonja. 2005. Velká kniha digitálního videa. Vydavatel'stvo: Computer Press, 2005. ISBN: 8025105806. Supplemental: PECINOVSKÝ, Jozef. Upravujeme digitální video. Vydavatel'stvo: Grada, 2004. JELÍNEK, Petr. Videokamery. Vydavatel'stvo: COMPUTER PRESS. ISBN: 80-251-0077-4. Manuál - Sony RM BR300 Remote Control Unit for the BRC-300 / H700 / Z700 / Z330. Manuál - ENC-100 Encoder for MPEG-2 SD Live Streams.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 2					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers:					
Last change: 29.12.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-018/22	Course title: Web Development
Educational activities: Type of activities: seminar / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Students are evaluated on the basis of a website project they create in a selected open-source content management system. The submitted project is evaluated on the basis of design aspects (graphic design, template modification, responsiveness and accessibility), information value (information architecture, copywriting, metadata for search engines), technical solutions (security, loading speed, extensions) and final presentation of the project to the client. The time commitment of the team work on the website (assuming 4 team members) is 250 man-hours during the semester and exam period.	
Learning outcomes: Students learn the theoretical principles of creating modern websites that meet current standards of functionality, accessibility, speed and security. They are able to design and implement a suitable information architecture of a website, perform optimizations for search engines and social networks. They master the principles of creating visual elements of websites, they can modify and adapt available templates and extend them with their own graphic elements. They know how to select the necessary extensions for the operation of the content management system, they know the basic licenses in the field of open-source software. They can implement security features, critically evaluate possible weaknesses of the site and propose appropriate solutions.	
Class syllabus: Basics of functioning and operation of websites. Open-source systems, history, development and today's use. Software licenses. Information architecture of a website. Copywriting, search engine optimization, linking to social media. Website usability, accessibility, user testing methods. Graphic elements of websites, graphic formats for the web. Interactive site elements, forms, task automation. Systems extensions, page optimization. Security, legal requirements for specific websites, privacy.	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution					
Total number of evaluated students: 18					
A	B	C	D	E	FX
27,78	16,67	22,22	16,67	0,0	16,67
Lecturers: Mgr. Juraj Grečnár, PhD.					
Last change: 31.12.2022					
Approved by:					