

CATHOLIC UNIVERSITY IN RUŽOMBEROK
FACULTY OF EDUCATION

2017/2018

Subjects offered in foreign language*

*The Catholic University reserves the right to revise, change or cancel subjects
whenever considered necessary or desirable.

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Department of Social Work

COURSE TITLE: Social work with family	
COURSE CODE: 52S1039W	NUMBER OF CREDITS: 6
STUDY LEVEL: MA	SEMESTER: 2nd
<p>EXPECTED RESULTS: The State has suppressed the manifestations of social communal control and, on the other hand, has supported the activity of hygienists, physicians, psychologists, social workers, social assistants, marriage counsellors and family mediators.” Also from the aforementioned results, the pressure on the modernisation of the methods of social work with families will also be increasingly higher. In Slovakia, several legislative norms have created a legislative framework for the methods of social work with families. The supporting laws are the Act on Social and Legal Protection, No. 305/2005 Coll., and the Act on Social Services, No. 448/2008 Coll.</p>	
<p>THEME OUTLINE:</p> <ul style="list-style-type: none"> • Social Work Target Groups in Slovakia • Methods of social work with families in Slovakia • Professional methods of inspection • Professional methods of assistance • Counselling techniques • Video Training in Interaction • Family Group Conference • Mediation in family • Family policy • Family services in the Slovak Republic 	

COURSE TITLE: Introduction to study and methods of social work	
COURSE CODE: 52S1000W	NUMBER OF CREDITS: 6
STUDY LEVEL: BA	SEMESTER: 1st
<p>EXPECTED RESULTS:</p> <p>Objective of the course: The introduction to the Social work study is an entry subject for the study of the Department of Social Work. Students are enrolled with a full-scale study, with a range of practice, organizing college studies, and a credit system at CU in RK. Students acquire the basic professional terminology necessary for proper communication at home and abroad.</p> <p>Theoretical knowledge: To become acquainted with the development and current state of the SP concept. Through the course the students acquire the basics of professional behavior and</p>	

behavior. They get information about used SP methods, choosing the right method in relation to the client's needs and a specific problem. Practical Skills: Learn and practice some of the methods of social work at work with the client.

THEME OUTLINE:

1. Organization of university studies. Methods and concept of independent study. Fundamentals of professional training of experts. Effective high school education. Study Support Factors.
2. The basic starting points of social work in relation to the practice of social policy of the SW. Practical Social Work - Application.
3. Personality of a social worker. Graduate profile. Organizations and institutions in the social field.
4. Development and development of SW methods.
5. Methods and techniques of SW. Classification of SW methods. Classical and modern methods of SW.
6. Methods of SW in social work with an individual. SW methods in social work with the group. SW methods in social work with the community.
7. Social assessment (diagnosis).
8. Interview.
9. Observation.
10. Case management.
11. Assessment of suitability and choice of optimal SW methods.
12. Contract as SW method.

COURSE TITLE: Sociology

COURSE CODE:

NUMBER OF CREDITS:

STUDY LEVEL: BA

SEMESTER:

EXPECTED RESULTS:

Student will receive an overview of the basic sociological concepts and information about current state of sociological knowledge.

THEME OUTLINE:

1. Place of Sociology in the social sciences, the subject, the nature and the division of Sociology.
2. Development of Sociology and its current major theories.
3. Social interaction, types of social interaction.
4. Communication as a basis for social interaction, social relationships, social networks.
5. Culture and its basic components, the importance of culture in human life, cultural ethnocentrism and cultural relativism.
6. Standards and patterns of behavior.
7. Society, typology of society, the world community.
8. Social status, social role and social institution as key elements in the social structure.
9. Socialization, primary and secondary socialization, resocialization. Sociological theories of socialization.
10. Conformity, non-conformity and deviant behavior, sociological theory of conformal and non-conformal behavior.
11. Social control, sanctions.
12. Social group, social organization.

COURSE TITLE: Social counseling 5	
COURSE CODE:	NUMBER OF CREDITS:
STUDY LEVEL:	SEMESTER:
EXPECTED RESULTS:	
The goal of the subject is to introduce to students the problems of career counseling for the different target groups. The aim is also to introduce to students the informational resources in career counseling.	
THEME OUTLINE:	
1. Career and career development. 2. Career counseling, career counselor. 3. Development of career counseling. 4. Theories in career counseling. 5. Entities in career counseling in Slovakia. 6. Career counseling for students. 7. Career counseling for adults. 8. Intersections of the career counseling and social work. 9. Useful tools and information sources. 10. Methods for career counseling.	

COURSE TITLE: Social Work With groups	
COURSE CODE:	NUMBER OF CREDITS:
STUDY LEVEL:	SEMESTER:
EXPECTED RESULTS:	
After the course students will gain information about: the principles of creation, the development and the possibility of forming a social group of clients, the basic structure and content of work with the group, the group leader functions and capabilities. They will know the aims, methodology, and conditions of applying methods of work with social group; they will have knowledge about applying selected methods of work with group in practice.	
THEME OUTLINE:	
Social work with a group, social group of the clients, dynamics of a group, its importance for working in a group, the group dynamics factors, esp. in the group roles, development of a group as an important factor in group dynamics and its role in work with a group of clients, the structure and content of the work in a group, the elements of working in the group - psychological and social stabilization of the clients, self-recognition, self-reflection and self-development, activation, motivation of clients in the group, closure of work with group – plan, transfer, evaluation, methods of work with social groups (directive and participative), definition, principles of use, conditions, risks, benefits and limits of applying individual methods of work practice of selected methods of working with a group of clients.	

COURSE TITLE: Crisis intervention	
COURSE CODE: 52S1028Y	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 2 nd
EXPECTED RESULTS: Students will gain theoretical knowledge of the areas focused on the elements of study plan (definition, characteristics, methods, forms ...) and specific application of crisis intervention in the target groups of social work.	
THEME OUTLINE: <ol style="list-style-type: none"> 1. Crisis - the general view, definitions, typology, causes of crisis. 2. Traumatic event - an individual experience of injury/trauma, group experience of injury. 3. Types of the life crisis. 4. Natural ways of dealing with the crisis - friends, family, self-help groups. 5. Crisis intervention as a form of professional help - definitions, assumptions and principles (according to law) 6. Crisis Intervention – phases and stages. 7. Crisis intervention via the phone. 8. Crisis caused by the sudden loss - material loss, loss of the relationship, emotional loss. 9. Social support. 10. Natural disasters and catastrophes - psychosocial intervention. 11. Ethics and crisis intervention. 	

COURSE TITLE: History of Social Work	
COURSE CODE: 52S1016W	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 3 rd
EXPECTED RESULTS: The goal of the course is to provide an overview of the historical development of social work from the simplest, i.e. spontaneous and unorganized forms of assistance through progressive institutionalization and professionalization till the present situation, which is perceived not only as profession, as well as an established scientific discipline.	
THEME OUTLINE: <ol style="list-style-type: none"> 1. History, definition. Criticism of sources. 2. Narrower and wider understanding of the history of Social Work, history of helping. 3. The origins of solidarity. History of assistance. Social history in early religious nature nations. 4. History of Social Work of Ancient Mesopotamia and Ancient Egypt. History of Social Work in archaic Indo-Europeans. History of Social Work in Ancient Greece and Rome. 5. Helping in Buddhism, Judaism, Christianity and Islam. 6. History of Social Work in the Middle Ages. Religious Order. 7. The history of Social Work in Modern Age. 8. Modern History of Social Work. 9. History of Social work in Slovakia. 	

10. History of Social work according to target groups.
11. Development of social ideas and theories.
12. Development of Social Education.

COURSE TITLE: Target groups SW 2	
COURSE CODE:	NUMBER OF CREDITS:
STUDY LEVEL:	SEMESTER:
EXPECTED RESULTS:	
<p>Students will receive information about the issue of minorities, their structure, type, social context of traditional and emerging minorities in the Slovak Republic. They will be able to identify the basic attitude of the majority towards minorities and connection between these attitudes and social work. The lectures will also offer an overview of the international situation effecting the global refugee movements. Students also become acquainted with the process of providing asylum and the methods used by governmental bodies and non-governmental organizations providing care for refugees.</p>	
THEME OUTLINE:	
<p>Minority in social work. Ethnic group, nation, ethnic minorities. Ethnic minorities in Slovakia in the media. National, ethnic, racial, religious, sexual and other types of minorities. Approach to work with minorities. Human race, their brief characteristics. Stereotypes and prejudices. Xenophobia, racism, social distance. International security situation in the world and migratory movements. System of international security and national protection of asylum seekers in Slovakia. Asylum procedures and aspects of the integration process. International organizations and NGOs operating in the Slovak Republic. Social work with refugees.</p>	

COURSE TITLE: Catholic Social Teaching	
COURSE CODE: KSP/52S1041W/E/17	NUMBER OF CREDITS: 3
STUDY LEVEL: BA	SEMESTER: 1st
EXPECTED RESULTS:	
<p>The aim of this subject is to inform the students about the concept of the social teaching of the Catholic Church, in its historical formation and actual applications. The student has to be able to understand the arguments for the Catholic Church's proposals to solve the actual social problems.</p>	
THEME OUTLINE:	
<ol style="list-style-type: none"> 1. Concept of the Catholic Social Teaching (CST) 2. Brief history 3. Key documents in the development of the CST 4. Actual conception and the missionary dimension of the CST 5. Social commentary of the newest documents of the Catholic Church. 	

COURSE TITLE: Coaching and mentoring	
COURSE CODE: 52S1010Y	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 4th
<p>EXPECTED RESULTS: The aim of the course is to identify a range of work-based contexts where coaching conversations and mentoring approach can add value:</p> <ul style="list-style-type: none"> - Social worker – client interactions - Achievement of outcomes, - Workplace relationships, - The process of changes. 	
<p>THEME OUTLINE:</p> <p>Mentoring in social work.</p> <p>Coaching, coaching principles.</p> <p>Types of coaching.</p> <p>Grow coaching model.</p> <p>Art coaching.</p>	

COURSE TITLE: Basics of statistics	
COURSE CODE: KSP/52S1007Y/15	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 3rd
<p>EXPECTED RESULTS:</p> <p>The aim of the course is provide to students with theoretical knowledge about the basics of statistics - especially descriptive statistics. Practical skills: at the end of the course the student will be able to apply basic statistical operations of descriptive statistics in quantitative research. Students will be introduced to IBM SPSS software, which is a computer support for quantitative data analysis.</p>	
<p>THEME OUTLINE:</p> <ol style="list-style-type: none"> 1. Science and paradigm. 2. The definitions in research. 3. Social research, quantitative research. 4. Basics of working with the SPSS statistical program. 5. Research sample 6. The types of variables: nominal. 7. Types of variables: Ordinary. 8. Types of variables: interval. 9. Arithmetic mean, median, modus. 10. The variance, range, interquartile range, standard deviation. 11. Skewness, kurtosis. 12. Normal distribution, Gaussian curve. 	

- 13. Create and edit graphs.
- 14. Work with IBM SPSS software.

COURSE TITLE: Cohesion policy of EÚ	
COURSE CODE: KSP/52S1026Y/E/17	NUMBER OF CREDITS: 4
STUDY LEVEL: MA	SEMESTER:
<p>EXPECTED RESULTS</p> <p>The aim of the course is to provide students with information on Cohesion Policy as the most important investment policy of the European Union that focuses on all regions and cities in the European Union to promote job creation, enterprise competitiveness, economic growth, sustainable development and quality of life for citizens.</p> <p>The aim of this subject is to bring the legislative framework of EU cohesion policy and basic financial instruments closer together through the European Regional Development Fund, the European Social Fund and the Cohesion Fund. Emphasis is placed on the European Social Fund as the main instrument supporting measures aimed at preventing and struggle against unemployment, developing human resources and promoting social integration in the labor market. Particular attention is paid to the reform of cohesion policy after 2013 as well as its future.</p>	

Department of Preschool and Elementary Education

COURSE TITLE: Dramatic Education 1	
COURSE CODE: KPEP/ 52E1001Y/15	NUMBER OF CREDITS: 2
STUDY LEVEL: BA	SEMESTER:
EXPECTED RESULTS: The aim of the course is to acquire orientation in the development of dramatic activities/ education in our country and in the world, to know the relation of drama education to other disciplines, to characterize the forms and methods of drama education, to gain knowledge about what a good teacher of drama education must have.	
THEME OUTLINE: Definition of Dramatic Education (DE). DE and its interdisciplinary character. Historical development of DE. Empathy in DE, principles, exercises focused on empathy. Objectives and means in DE. Improvisation, Interpretation and drama. Drama techniques: verbal and nonverbal games and exercises play with a puppet, mask, pantomime, role play. Personality of DE teacher. Children's theater, children's performance. Scenario for children's performance.	

Department of Biology and Ecology

COURSE TITLE: Ornithology	
COURSE CODE: 52B1004Y/15	NUMBER OF CREDITS: 1
STUDY LEVEL: BA	SEMESTER: 3rd
<p>EXPECTED RESULTS:</p> <p>The aim of the course is to present birds as a unique group of vertebrates. Thanks to flying ability of birds, their bodies are characterized by several anatomical, morphological and physiological adaptations. Moreover, flying ability forms also bird phylogeography, taxonomy and behaviour.</p>	
<p>THEME OUTLINE:</p> <p>Avian evolution – development of group and settlement of almost all habitats. Avian anatomy and morphology – focusing on differences caused by the flying ability. Avian physiology – focusing on differences caused by the flying ability. Avian behaviour – food obtaining and reproduction behaviour. Avian behaviour – communication, territoriality and social systems. Avian behaviour – biorhythms and migration. Avian taxonomy and diversity.</p>	

COURSE TITLE: Environmental education	
COURSE CODE: 52B1029Y	NUMBER OF CREDITS: 1
STUDY LEVEL: Mgr.	SEMESTER: 3th
<p>EXPECTED RESULTS: The aim of the study is environmental education. Students will learn to facilitate by suitable methods information on the environment for different pupils and students.</p>	
<p>THEME OUTLINE:</p> <ol style="list-style-type: none"> 1. ABC of the environmental education. 2. Methods in the environmental education. 3. Holistic admission in the environmental education. 4. Implementation of the environmental education into integral themes. 5. Dialog with the nature – responsible private admission everyone to the nature and environment. 6. Environment and statutes. 7. Nature in the surroundings – recognition of the minerals and plants. 8. Nature in the surroundings – recognition of the animals. 9. Relationships among plants and animals on model ecosystems (forest, meadow, marshland, urbanistic environment). 	

Department of Foreign Languages

COURSE TITLE: Systemic Contrastive Linguistics 1	
COURSE CODE: 52R1051W	NUMBER OF CREDITS: 2
STUDY LEVEL: BA	SEMESTER: 1st
<p>EXPECTED RESULTS: The aim of the course is to form Russian pronunciation skills and to give the basic theoretical knowledge of phonetics and phonology as a branch of linguistics.</p>	
<p>THEME OUTLINE: Phonetics as a linguistic science Practical Russian phonetics The systems of vowels and consonants Syllable in Russian Word-stress in Russian, its peculiarities Russian intonation system. Intonation constructions The Russian language phonology. Phonemes</p>	

COURSE TITLE: Systemic Contrastive Linguistics 3	
COURSE CODE: 52R1057W	NUMBER OF CREDITS: 2
STUDY LEVEL: BA	SEMESTER: 1st
<p>EXPECTED RESULTS: The aim of the course is to form grammatic skills in the Russian speech and to give some basic knowledge of morphology as a part of grammar.</p>	
<p>THEME OUTLINE: The basic typological characteristics of the Russian language grammar system (comparison to Slovak) Morphology as a part of grammar Basic morphological categories and notions A word as a part of speech Notional parts of speech (nouns, adjectives, pronouns, verbs, adverbs) in Russian and their word-changing paradigms. Declination (nominal parts of speech) and conjugation (verbal paradigms). Form words (prepositions, conjunctions, particles, interjections) The comparison of Russian and Slovak form-changing paradigms.</p>	

COURSE TITLE: Foreign Language Didactics and Philosophy of Education in the Context of European Innovations in Methodology	
COURSE CODE: KPVZ/52R1024W/15	NUMBER OF CREDITS: 2
STUDY LEVEL: BA	SEMESTER: 1st
<p>EXPECTED RESULTS: The aim of the course is a competent education of future teachers to perceive, compare, evaluate the methodological phenomena, learning and plurality of research, their ability to argue, give individual opinion, to students' external speech in various areas of higher education, prepare open-ended scenarios and events for specific pedagogical and methodological encounters of practitioners. Create a creative workshop of their future teaching process.</p>	
<p>THEME OUTLINE: A non-standard teaching, Waldorf and Montessori schools in the context of Foreign Language Teaching. Motivation, Critical thinking and questions, Creativity. Pedagogy of Amonashwilli, Schchetinin, Il'jin on the way to a new spirit of schools. Individual, Individualism and our respect towards them.</p>	

COURSE TITLE: Slovak Language for Foreigners I	
COURSE CODE:	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 1st
<p>EXPECTED RESULTS: Acquiring basic vocabulary, ability to communicate and express themselves to selected topics in Slovak language.</p>	
<p>THEME OUTLINE: 1st week – Unit 1: Welcome! How are you? How are you doing?; Thanksgiving phrases, greetings, addresses; Negative Numbers 0-10 -15; Where are you from?; What's your telephone number? 2nd week – Unit 2: Who is it?; The verb – to be; What is it?; Family in Slovakia; Colours 3rd week – 1st Revision 4th week – Unit 3: What do you do?; Conjugation; Daily programme; Where do you live?; Negatives; What day is it today?; 3rd person plural; Conjugation of Irregular verbs to eat, drink, go; How often... ? 5th week – Unit 4: How old are you?; My family; Accusative of substantives; Who are you looking for?; Numbers above 10; Accusative of adjectives; How much does it cost... ? 6th week-Revision 7th week – Unit 5: Food and drink-breakfast, lunch, dinner; Forming adjectives from a substantive; Vegetables and fruits Who? What?; At the restaurant; What do you like?; What time is it?; Daily programme 8th week – Unit 6: Our house; Nominal plurality of substantives; Where? (Right, left, up, down, back ...); Nominal plural adjectives 9th week - Revision</p>	

<p>10th week – Unit7: The clothes; Showdowns; In the shop; Who is the highest?; Conditionals; In the Shopping center Modal verb- can; Recipe: Slovak national dish- Noodles and Liptauer cheese; Adjectives,Comparatives and Superlatives; Irregular comparative and superlative of adjectives 11th week – Test 12th week – Oral exam 13th week – Revision and Presentations</p>
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COURSE TITLE: Slovak Language for Foreigners II	
COURSE CODE:	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 2nd
EXPECTED RESULTS: Acquiring basic vocabulary, ability to communicate and express themselves to selected topics in Slovak language.	
THEME OUTLINE: 1st week – Unit 8: At the doctor; Past tense of Irregular verbs; At the Pharmacy; Modal verb must; How do they feel?; The past tense of other verbs; Be healthy; Conjunction of which; At the doctor's- check; Clinic 2nd week – Unit 9 What date is it today?; Ordinal numbers; At the office; When were you born?; At the Foreign police office; Labour Office, Social Affairs and Family; At what time?; Opening hours; At the post office 3rd week - Revision 4th week –Unit 10 How can we travel?; Instrumental (singular); Where? (Above, below, between ...); Instrumental (plural); Orientation 5th week – Unit 11 The weather; Future tense; World Parties; The future tense of the verb- to be; States and their members; The future tense of irregular verbs 6th week-Revision 7th week – Unit 12 I would like to be ... ; Modal verb Can; What can you do?; Biography, Application; Story 8th week –Unit 13 Slovakia, Bratislava; The animals; Planet- Earth; What would you do if you win 10 million?; Complete the story; Fairy Tale 9th week-Revision 10th week –Unit 14 Christmas and New Year; Holidays in Slovakia; Easter 11th week- Test 12th week- Oral exam 13th week – Revision and Presentations	

Department of Geography

COURSE TITLE: Physical Geography 4	
COURSE CODE: 52G1010W	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 4th
<p>EXPECTED RESULTS:</p> <p>The aim of the course is to introduce basic concepts of pedogeography and biogeography, focusing on understanding of soil formation within other natural components and factors of spatial distribution of plants and animals in the world.</p>	
<p>THEME OUTLINE:</p> <ol style="list-style-type: none"> 1. Pedogeography: definition and its place within natural sciences. 2. Soil: definition, soil formation conditions and processes. 3. Soil types in Slovakia and in the world. 4. Vertical soil type zonality in Slovakia. 5. Horizontal soil type zonality in the world. 6. Soil erosion and conservation. 7. Biogeography: definition and its place within natural sciences. 8. Spatial distribution of flora and fauna in Slovakia and in the world. 9. Ecosystems of various geographical scales. 10. Nature protection, protected areas in Slovakia and in the world. 	

COURSE TITLE: Natural Hazards and Risks	
COURSE CODE: 52G1011Y	NUMBER OF CREDITS: 1
STUDY LEVEL: MA	SEMESTER: 3rd
<p>EXPECTED RESULTS:</p> <p>The aim of the course is to gain basic knowledge of selected natural hazards and risks, their triggering factors and prevention possibilities.</p>	
<p>THEME OUTLINE:</p> <ol style="list-style-type: none"> 1. Natural hazards and risks: an introduction. 2. Earthquakes and volcanism. 3. Slope failures and mass movements. 4. Floods. 5. Soil erosion and pollution hazard. 6. Mining and karst subsidence and collapsing. 7. Snow avalanche hazard. 8. Underground water pollution hazard. 9. Air pollution hazard. 10. Conclusion: basic principles of environmental education. 	

COURSE TITLE: Quantitative Methods in Geography	
COURSE CODE: 52G1002Y	NUMBER OF CREDITS: 2
STUDY LEVEL: BA	SEMESTER: 2nd
EXPECTED RESULTS: The aim of the course is to introduce the basics of quantitative methods used in geography.	
THEME OUTLINE: Data. Population versus sample. Variable. Data types according to the scale of measurement: qualitative (dichotomic; polytomic) and quantitative (ordinal; metric, i. e. interval and ratio). Tables, graphs, thematic maps. Descriptive statistics: measures of central tendency, measures of variability, distributions, intervals. Relationships (correlations and associations). Idiographic versus nomothetic approach in knowledge acquisition in geography. Brief development of geography thinking. Structure of geographic sphere (landscape). System of geographic disciplines. Spatial and synthetic aspect in geography. The first law of geography. Spatial autocorrelation. Friction of distance. Distance decay effect.	

COURSE TITLE: Human Geography 2	
COURSE CODE: 52G1009W	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 3rd
EXPECTED RESULTS: The aim of the course is to introduce the characteristics of primary and secondary sector, especially their spatial aspects, and to understand vertical (among partial geospheres) and horizontal (among different places on Earth) relationships and interactions in landscape involving objects and phenomena of primary and secondary sector, eventually of the rest of economy and society. The focus is on factors and “laws” of spatial structure in primary and secondary sector, mainly agriculture and industry.	
THEME OUTLINE: Geography of agriculture and industry: position in the system of geographical disciplines, object and subject of study. Basic characteristics of agriculture and industry, trends in their development (mainly in Slovakia and Europe), focus on spatial structure. Land use and land cover maps. Location factors and location theories in these sectors. Typologies in these sectors. Quantitative methods for the study of human geography variables from these sectors: 1. Between two qualitative variables (contingency/pivot tables, chi-square test, corrected Pearson contingency coefficient, Cramer coefficient); 2. Between two quantitative variables (scatterplot, Pearson correlation coefficient, coefficient of determination, Spearman a Kendall correlation coefficient); 3. between a dichotomic variable and a quantitative variable (F-test and t-test)	

COURSE TITLE: Human Geography 3	
COURSE CODE: 52G1014W	NUMBER OF CREDITS: 4
STUDY LEVEL: BA	SEMESTER: 5th
<p>EXPECTED RESULTS: The aim of the course is to introduce the characteristics of tertiary sector, especially their spatial aspects, and to understand vertical (among partial geospheres) and horizontal (among different places on Earth) relationships and interactions in landscape involving objects and phenomena of tertiary sector, eventually of the rest of economy and society. The focus is on factors and “laws” of spatial structure in tertiary sector, mainly transport, trade, services and tourism.</p>	
<p>THEME OUTLINE:</p> <p>Geography of transport, trade, services and tourism: position in the system of geographical disciplines, object and subject of study. Basic characteristics of transport, trade, services and tourism, trends in their development (mainly in Slovakia and Europe), focus on spatial structure. Location factors and location theories in these sectors. Typologies in these sectors.</p> <p>Quantitative methods for the study of human geography variables from these sectors: 1. between two qualitative variables (contingency/pivot tables, chi-square test, corrected Pearson contingency coefficient, Cramer coefficient); 2. between two quantitative variables (scatterplot, Pearson correlation coefficient, coefficient of determination, Spearman a Kendall correlation coefficient); 3. between a dichotomic variable and a quantitative variable (F-test and t-test)</p>	

Department of Management

COURSE TITLE: Basic themes of Theology	
COURSE CODE: 52Z1005W	NUMBER OF CREDITS: 2
STUDY LEVEL: BA	SEMESTER: 1st
<p>EXPECTED RESULTS:</p> <p>The student is able to have a basic look in the issue of Christian religion. The student is competent and has acquired the ability to generally enter and orientate in socio-religious issues.</p>	
<p>THEME OUTLINE:</p> <ol style="list-style-type: none"> 1. Is it possible to know God today? A short look at the possibilities of theological cognition. 2. Basic theological categories and their relationships Revelation, Magisterium, theology, theologian, God's people and theology, dogma 3. Theological anthropology. Basic concepts (man and his transcendence, boundary, imagination, self-fulfillment) 4. The tension of science and religion. Mutual recognition and cooperation. 5. Basic Christological Topics: Incarnation as a major category of Christianity 6. Christ's Resurrection: Historical and Theological Questions 7. Character, symbol - today's human sensibility to the symbol and the ability to understand sacrament and sacrality (sacramentality); 8. Theology of Grace. Man - his evil, the bondage and the possibilities of liberation; 9. Human routing - the demise or continuation of a human being? Basic eschatological questions. 10. The Church - its basic categories; Historical development and current problems. 11. Talk about Mary; Mary as a biblical figure; History of Marian Devotion. 12. Modern theological themes (ecology, religion of man today ...) 	

COURSE TITLE: Marketing strategy	
COURSE CODE: 52N1041W	NUMBER OF CREDITS: 7
STUDY LEVEL: BA	SEMESTER: 2nd
<p>EXPECTED RESULTS: The aim of the course is to use acquired knowledge in searching, critical evaluation and processing of relevant information from marketing strategies from various information sources. The student is able to analyze and understand the principles of marketing strategies of the organization in the context of integration of its external and internal environment. The graduate is able to judge and perceive marketing strategies as an opportunity for the sustainable development and competitiveness of an organization in a domestic, international and global environment. The student can create an appropriate marketing strategy for a particular organization with the scenarios of alternative action plans in the digital environment.</p>	
<p>THEME OUTLINE:</p> <ul style="list-style-type: none"> • Marketing – market analysis, marketing strategy • Segmentation, targeting, positioning 	

- Types of marketing strategies
- CRM
- Marketing plan
- New trends of marketing
- Digital marketing
- Social media marketing
- SEO, Google Analytics, Google Adwords, Google Adsense
- E-shop marketing

COURSE TITLE: Quality management	
COURSE CODE: 52N1043W	NUMBER OF CREDITS: 7
STUDY LEVEL: BA	SEMESTER: 3rd
<p>EXPECTED RESULTS:</p> <p>Students will be able to understand the essential components of the quality management process and implement appropriate quality management tools. Students will understand cross-sectional quality in relation to other business disciplines. Students will also be able to systematically approach planning, assessment and improving quality using the most commonly used quality management techniques.</p>	
<p>THEME OUTLINE:</p> <ul style="list-style-type: none"> • Definition of terms quality, quality management and quality management system • Benefits of quality management systems • History of quality • Quality gurus and their viewpoint on quality issues • Open and standardized quality management systems • Economics of quality • Performance measurement • Satisfaction measurement • Quality in services • Tools and techniques in quality management 	