

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21109M/22	Title of course: Applied Linguistics of the English Language
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 30% Final evaluation: 70%	
Student workload: Total study load (in hours): Full-time study: 156 hours Of which: 52 hours – attendance at seminars 32 hours – preparation for seminars and for the interim evaluation 72 hours – preparation for the final exam	
Teaching results: Teaching results: Knowledge: - Acquisition of knowledge about trends in modern linguistics with overlap to other disciplines (e.g. semantics, textual linguistics, cognitive linguistics, sociolinguistics, pragmalinguistics, neurolinguistics and psycholinguistics, politolinguistics, corpus linguistics), - Acquiring knowledge of the concepts and selected theoretical foundations of the linguistic disciplines of applied linguistics (e.g. prototype theory, speech act theory). Competence: - Acquiring the competence to characterize applied linguistics and its position in modern linguistics with emphasis on its relationship to traditional linguistic disciplines in the context of the development of linguistics. - Competence to identify and assess the current contribution and further potential of the knowledge of applied linguistics to the investigation of the principles of human language functioning (e.g. processes of speech production and comprehension, processes of acquisition of native or foreign language). - Acquiring the competence to explain the possibilities of applying the knowledge of applied branches of linguistics in linguistic communication and in the process of its improvement. Skills: - Acquisition of the ability to comprehensively apply the acquired knowledge and competences in the production of one's own linguistic expression in the target language.	
Indicative content:	

- The position and significance of branches of applied linguistics in the study of language
- Essentials of semantics and its reflection in language practice
- Essentials of textual linguistics and corpus linguistics and their reflection in language practice
- Essentials of cognitive linguistics and its reflection in language practice
- Essentials of sociolinguistics, pragmalinguistics and politolinguistics and their reflection in linguistic practice
- Essentials of neurolinguistics and psycholinguistics and their reflection in language practice

Support literature:

Support literature:

Required:

1. GRIFFITHS, P. An Introduction to English Semantics and Pragmatics. Edinburgh: Edinburgh University Press. 2006.
2. BAKER, P. Using Corpora in Discourse Analysis. London: Bloomsbury Academic. 2006.

Optional:

1. PINKER, S. The Language Instinct: How the Mind Creates Language. London: Harper Perennial Modern Classics. 2000.
2. McCULLOCH, G. Because Internet: Understanding the New Rules of Language. Montreal: Riverhead Books. 2019.
3. de BEAUGRANDE, R. Text Linguistics and New Applications. Annual Review of Applied Linguistics, 11, 17-41. 1990. doi:10.1017/S0267190500001938

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 352

A	B	C	D	E	FX
57.95	27.27	9.09	3.41	1.42	0.85

Lecturer: Mgr. Silvia Adamcová, PhD., Mgr. Beáta Biliková, PhD., Mgr. Filip Kalaš, PhD., Mgr. Jozef Štefčík, PhD., Mgr. Dominika Vargová, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21512M/22	Title of course: Applied Linguistics of the French Language
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 30% Final evaluation: 70%	
Student workload: Full-time study: 156 hours. Of which: 52 hours – attendance at seminars 32 hours – preparation for seminars and for the interim evaluation 72 hours – preparation for the final exam	
Teaching results: Knowledge: - Acquiring of knowledge of trends in modern linguistics with overlap into other disciplines (e.g., semantics, textual linguistics, cognitive linguistics, sociolinguistics, pragmalinguistics, neurolinguistics and psycholinguistics, politolinguistics, corpus linguistics). - Acquiring knowledge of the concepts and selected theoretical foundations of the linguistic disciplines of applied linguistics (e.g. prototype theory, speech act theory). Competencies: - Acquisition of the competence to characterize applied linguistics and its place in modern linguistics, with emphasis on its relationship to traditional linguistic disciplines in the context of the development of linguistics. - Acquisition of competence to identify and assess the current contribution and further potential of the knowledge of applied linguistics to the investigation of the principles of human language functioning (e.g. processes of speech production and comprehension, processes of acquisition of mother tongue or foreign language). - Acquisition of the competence to explain the possibilities of applying the knowledge of applied branches of linguistics in linguistic communication and in the process of its improvement. Skills: - Acquisition of the ability to comprehensively apply the acquired knowledge and competences in the production of one's own linguistic expression in the target language.	
Indicative content: - The position and importance of the branches of applied linguistics in language research - Basics of semantics and its reflection in language practice	

The position and importance of the branches of applied linguistics in language research
Basics of semantics and its reflection in language practice
Basics of textual linguistics and corpus linguistics and their reflection in language practice
Basics of cognitive linguistics and its reflection in language practice

Support literature:

Required

1. CHISS, Jean-Louis- FILLIOLET, Jacques - MAINGUENEAU, Dominique. Introduction à la linguistique française. Paris: Hachette. 2017. 192p.
2. MELUŠOVÁ, Elena. Initiation à la linguistique française. Bratislava: Ekonóm. 2018. 85p.
3. ZUFFEREY, Sandrine. – MOESCHLER, J. Initiation à la linguistique française. Paris: Armand Colin. 2021. 252 p.

Optional

1. BOYER, Henry. Introduction à la sociolinguistique. Paris: Dunod. 2017. 140 p.
2. CARON, Jean. Précis de psycholinguistique. Paris: PUF. 2016. 272 p.
3. MAINGUENEAU, Doiminique. L'énonciation en linguistique française. Paris: Hachette. 2017.160 p.
4. MERCIER, Arnaud. La communication politique. Paris: CNRS Éditions. 2017. 274 p.
5. QUÊME, Philippe. Vertus et perversions françaises du discours politique... Plaidoyer pour un discours „vrai“. Paris: L'Harmattan. 2008. 258 p.
6. ZUFFEREY, Sandrine. – MOESCHLER, Jacques. Initiation à l'étude du sens. Sémantique et pragmatique. Auxerre: Éditions Sciences Humaines. 2012. 256 p.

Syllabus:

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 62

A	B	C	D	E	FX
50.0	29.03	16.13	4.84	0.0	0.0

Lecturer: Mgr. Martin Růžička, Ph.D.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KPH FPM/JMC21046/21	Title of course: Corporate Governance
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: # 50% active participation during the semester, group work, working on case studies on corporate governance topics (current data directly from the company) and their presentation, # 50% written final exam – a combination of the theoretical part and addressing a specific case study	
Student workload: Total student workload: 104 hours, of which # Participation in seminars: 26 hours # Preparation for seminars: 26 hours # Preparation for an exam: 52 hours	
Teaching results: Knowledge: # A comprehensive view of ethical behaviour and corporate governance of a company, familiarization with basic ethical principles, values, and their application in corporate governance of a company through the principles of implemented morality of specifically selected areas in everyday practice in a creative way. Competence: <ul style="list-style-type: none"> • apply theoretical knowledge of general corporate governance theory creatively and understand the essence of ethical principles of corporate governance used in common corporate practice, • be able to navigate through the ethical minimum - the basic legislation in the relationship between a company and a certain group of stakeholders, • understand the links between corporate governance and corporate responsibility and be able to identify their application in practice, • be able to understand the application of ESG principles in corporate governance codes, • analyse and solve each managerial and economic problem identically with its ethical side. Skills: <ul style="list-style-type: none"> • identify and develop a basic (simple) ethical management strategy, including its implementation, based on the specific conditions of the company, • ability to eruditely navigate through the methods and tools of evaluation and application of sustainable business through corporate governance from the social, environmental, financial, legislative, and managerial-economic aspects, • gain experience in the preparation of ethical and sustainable business implementation projects, 	

- proactively integrate the sustainability dimension into the strategic and operational actions of the company's management in the framework of corporate governance,
- be able to solve simple ethical dilemmas for different stakeholder groups,
- be able to argue both substantively and professionally based on the knowledge and experience gained in corporate governance.

Indicative content:

Topics of lectures:

- 1) Introduction to Corporate Governance Theory and Application
- 2) Corporate Governance and ESG Principles
- 3) Corporate Governance and the Institutionalisation of Ethical Management
- 4) Corporate Governance and Stakeholder Theory
- 5) Corporate Governance and Shareholder Position
- 6) Corporate Governance and Human Capital
- 7) Corporate Governance in Relation to Civil Society and the Local Community
- 8) Corporate Governance and Environmental Behaviour
- 9) Corporate Governance and Consumer Protection
- 10) Corporate Governance and International Corporate Relations
- 11) Corporate Governance as a Tool for Company Success
- 12) Roles of Professionals in Promoting Corporate Governance

Support literature:

Basic reading:

- 1) REZAEI, Zabihollah – FOGARTY, Timothy. Business Sustainability, Corporate Governance, and Organizational Ethics. Hoboken : John Wiley & Sons, 2019. ISBN 978-1-11960-145-6.
- 2) MINCUILLO, Marco 2020. Corporate Governance and Sustainability. Springer Nature Switzerland AG, 2020. ISBN 978--3-03018-887-6.
- 3) MAKOWICZ, Marc, Goergen. 2018. Corporate Governance. A Global Perspective. Cengage Learning EMEA, 2018. ISBN 978-1-4737-5917-6.
- 4) MARC, Goergen. 2018. Corporate Governance. A Global Perspective. Cengage Learning EMEA, 2018. ISBN 978-1-4737-5917-6.
- 5) MALLIN, Christine. 2018 Corporate Governance .Oxford University Press, 2018 ISBN 978-0-19880-676-9.

Additional reading:

- 6) HOPT, Klaus – TEUBNER, Gunther. 2018. Corporate Governance and Directors' Liabilities. De Gruyter, 2018. ISBN 978-3-11010-027-4.
- 7) HEATH, Joseph. Morality, Competition, and the Firm: The Market Failures Approach to Business Ethics. London : Oxford University Press, 2020. ISBN 978-0-19751-394-1.
- 8) SPINELLO, Richard A. Business Ethics, Contemporary Issues and Cases. London : SAGE Publications, 2019. ISBN 978-1-50636-805-4.
- 9) RENDTORFF, Jacob D. Philosophy of Management and Sustainability: Rethinking Business Ethics and Social Responsibility in Sustainable Development. Bingley : Emerald Publishing, 2019. ISBN 978-1-78973-454-6.
- 10) BECKER, Christian U. Business Ethics. Methods and Application. London : Routledge, 2018. ISBN 978-1-13849-368-1.
- 11) DUSKA, Ronald F. - DUSKA, Brenda S - KURY, Kenneth W. Accounting Ethics. Hoboken : Wiley-Blackwell, 2018. ISBN 978-1-11911-878-7.
- 12) ZEYEN, Anica - BECKMANN, Markus. Social Entrepreneurship and Business Ethics. London : Routledge, 2018. 254 s. ISBN 978-1-13807-994-6.

Syllabus:

Language whose command is required to complete the course: English					
Notes:					
Assessment of courses Total number of evaluated students: 59					
A	B	C	D	E	FX
77.97	13.56	6.78	1.69	0.0	0.0
Lecturer: doc. Ing. Mgr. Gabriela Dubcová, PhD.					
Date of the latest change: 02.02.2022					
Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.					

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21110M/22	Title of course: Corpus linguistics
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim assessment – 40% Final assessment – 60%	
Student workload: Total study load (in hours): Overall work load of the student: 104 hours: 26 hours of seminars 30 hours of preparation for seminars and for the interim evaluation 48 hours preparation for the exam	
Teaching results: Knowledge: <ul style="list-style-type: none">• General overview of the most essential phenomena and trends in corpus linguistics.• Familiarising with the corpus terminology, various searching methods in corpus databases as well as with formation of regular expressions which enable exploring and evaluating of interdisciplinary language phenomena on morphological, grammatical and lexicological basis. Competences: <ul style="list-style-type: none">• Use of quantitative and qualitative methods by means of which students can clarify obtained results from linguistics point of view• Verifying hypotheses.• Use of gained knowledge in other linguistic fields such as phraseology or lexicology, in the process of language teaching or translating the texts. Skills: <ul style="list-style-type: none">• Applying of the gained linguistic knowledge when analysing different language phenomena• Work with corpus databases (British National Corpus, SketchEngine, Slovak national corpus, Aranea corpora).• Query monolingual, multilingual, general or specific, synchronous or historical corpus.• Compiling one's corpus and applying of the chosen linguistic method.	
Indicative content: <ul style="list-style-type: none">- Corpus and corpus linguistics- Methods of corpus linguistics- Formal languages used in corpora and ways of searching of language phenomena	

- Case studies on morphology, grammar, phraseology
- Parallel corpora
- Specific corpora

Support literature:

Required:

1. Weisser, Martin. Practical Corpus Linguistics: An Introduction to Corpus-Based Language Analysis. Oxford: Wiley-Blackwell. 2016.
2. Stefanowitsch, Anatol. Corpus linguistics: A guide to the methodology. Berlin: Freie Universität Berlin. 2020.
3. Barth, Danielle, Schnell, Stefan. Understanding Corpus Linguistics. New York: Taylor & Francis. 2021.

Optional:

1. Sinclair, John. Corpus, Concordance and Collocation. Oxford: Oxford University Press. 1991.
2. Šimková, Mária et al. Slovenský národný korpus. Texty, anotácie, vyhľadávania. Bratislava: Slovenská akadémia vied. 2017.
3. Šimková, Mária et al. (2020): Slovenský národný korpus. Používanie, príklady, postupy. Bratislava: Slovenská akadémia vied. 2020.

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 81

A	B	C	D	E	FX
50.62	23.46	13.58	4.94	6.17	1.23

Lecturer: Mgr. Filip Kalaš, PhD., Mgr. Silvia Adamcová, PhD., Mgr. Beáta Biliková, PhD., Mgr. Jozef Štefčík, PhD., Mgr. Dominika Vargová, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21711M/22	Title of course: Creative writing in English
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Total study load (in hours): Full-time study: 104 hours 26 hours of seminars 48 hours of preparation for the seminars and for the interim evaluation 30 hours of preparation for the exam	
Teaching results: Teaching results: Knowledge: Students gain basic knowledge about conditions of work in media and editorial practice, about the necessity of protection of intellectual property and copyright and will gain an overview of issues and application problems of concluding a contract for work and a license agreement. By completing this course, they will understand the creative principles of text creation and know how to apply the acquired knowledge in their own creative activity and compose texts in various literary and non-literary genres. Competence: - developing and deepening the student's language and text-creating competence. During the semester, students practise different writing techniques and techniques encouraging creativity and individual style. - analysing texts, identification and elimination of formal and stylistic mistakes. Skills: - acquiring practical skills by means of simulating conditions in editorial practice, - writing texts of different genres, - application of authors' strategies in order to fulfil the communicative function of the text with respect to different target groups of readers.	
Indicative content: - Creativity and integration as prerequisites for creative activity - Theory and practice of composing texts in different literary and non-literary genres	

- Methods of journalistic work
- Commercialization of media - current challenges
- Intellectual property, copyright protection, license agreement, contract for work
- Editor - proofreader - redactor - requirements and competences

Support literature:

Required:

1. Bell, J., Magrs, P. The Creative Writing Coursebook. London: Pan Macmillan, 2019.
2. Green, S., Lidinski, A. From Inquiry to Academic Writing. A Text and Reader. New York: Macmillan Learning, 2021.
3. King, S. On Writing. A Memoir Of The Craft. London: Hodder and Stoughton, 2012.
4. Eco, U. Confessions of a young novelist. Cambridge: Harvard University Press, 2011.
5. Lodge, D. Art of Fiction. New York: Vintage Books, 2011.

Optional:

1. Haugová, M. Písať ako dýchať. Bratislava: Literárne informačné centrum, 2014.
2. Fišer, Z. a kol. Tvůrčí psaní v literární výchově jako nástroj poznávání. Brno: Masarykova univerzita, 2012.
3. Harper, G. a kol. (eds.): New Writing. The International Journal for the Practice and Theory of Creative Writing, Taylor & Francis online.

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 113

A	B	C	D	E	FX
87.61	8.85	3.54	0.0	0.0	0.0

Lecturer: Mgr. Silvia Adamcová, PhD., Mgr. Beáta Biliková, PhD., Mgr. Filip Kalaš, PhD., Mgr. Jozef Štefčík, PhD., Mgr. Dominika Vargová, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KMPV FMV/ JVB22006/22	Title of course: Cultures in international relations
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: The final grade is based on continuous control of study during the entire semester as well as on oral exam as follows: 40% continuous control of study (attendance 10%, activity/control questions 10%, and presentation on selected topics 20%). Final examination – oral exam (60% of the total course evaluation)	
Student workload: participation in lectures 26 hours, participation in seminars 26 hours, preparation for seminars 13 hours, preparation of a semestral project 13 hours, preparation for the exam 78 hours	
Teaching results: The aim of this course is to understand the issues of culture, cultural specifics and the differences between world cultures. The main goal is a presentation of selected paradigm interpretations of intercultural or inter-civilizational relations. Each know-how is formed by historical-logical and causal analysis of those attributes, which determined their identity and influence in the international environment. We put verbal and nonverbal entities into the set of elements of cultural structures such as languages, written systems, religions, traditions, cultural politics, intercultural relations with a specific regard to cultural identity of the European Union. In this case, the given course contributes to the extension of students' knowledge in international economic relations and economic diplomacy. Knowledge: to learn the distinctiveness and specifics of individual cultures; to get acquainted with historical coherence of formation of cultures; to understand key thesis of current intercultural dialogues and the ability of critical evaluation. Competences: to understand the cultural specifics within the international environment and the ability to identify the key features of world cultures and to determine the specifics of their development. Skills: to be knowledgeable, analyze and work with relevant literature sources, the ability to deal with nonstandard intercultural situations, the ability of effective and high-qualified as well as sensitive communication with international partners, associations or institutions. Completing this course each student would: -recognize, identify and understand the key concepts and terms connected with the development of cultures in the international relations	

-be able to identify the main cultures, their development, reasons of their expansion or collapse
-learn cultural specifics of decisive world cultures and civilizations
-read comprehensively; analyze and evaluate the relevant reference books critically;
-learn to discuss critically the current topics related to intercultural and inter-civilizational processes

Indicative content:

Terminology and key categories of interpretation of cultures and civilizations. European culture. Russian culture. Cultural and civilizational identity of the USA. Multiculturalism in Canada. Latin American cultures. Islamic culture and Islamic civilization. Indian culture, Hinduism and Buddhism.

Chinese culture, Confucianism. Japanese and Korean cultures. Jewish culture. African culture. Cultural diplomacy.

Support literature:

FRIEDEN, J. A., LAKE, D. A., SCULTZ, K. A. 2018. World Politics: Interests, Interactions, Institutions. W. W. Norton & Company, New York, 2018

GOLDBERG, D. T. (ed.) 1998. Multiculturalism. A Critical Reader. Blackwell Publishers, Malden, 1998.

HARRISON, K., D.; HOWELL, C. H. 2016 National Geographic People of the World: Cultures and Traditions, Ancestry and Identity. National Geographic, New York, 2016

HUNTINGTON, S. P. 1997. The Clash of Civilisations. Remaking of World Order. Touchstone, New York, 1997.

ROSENSTEIN, C. 2018. Understanding Cultural Policy. Routledge, New York, 2018.

Syllabus:

1. Terminology and key categories of interpretation of cultures and civilizations. Terms – culture and civilization. Explanation of relations between individual systems and classes of cultural elements. Cultural models.

2. European culture. European roots of Western civilization. Periods of European culture development: Antics, Christianity, Humanism, Renaissance, and Enlightenment. Industrial and post-industrial era. The period of critical self-reflection. Scope of values. Cultural politics of the European Union, its political and legal scope.

3. Russian culture. Development phases of formation of Russian culture. Orthodoxy as religious basics of Russian culture. Scope of values. Totalitarianism and propaganda in Soviet culture.

4. Cultural and civilizational identity of the USA. Development phases of formation of the American culture. Specific features of formation of the American culture. Scope of values of American society and current issues of American society.

5. Multiculturalism in Canada. Formation of Canadian society. Reasons and forms of institutionalization of multiculturalism in Canada. Current issues of Canadian society. The position of native population.

6. Latin American cultures. Term of Latin America. Main pre-Columbian civilizations. Specifics of formation of current cultures in Latin America. Current discussion on colonialism and colonial heritage in Latin American region.

7. Islamic culture and Islamic civilization. Origins of Islamism and its establishment. Geographical expansion and specifics. Islamization as a factor of identity of countries.

8. Indian culture. Hinduism and Buddhism. Origins and establishment of Indian civilization. Hinduism and Buddhism and their scope of value. Current issues of Indian society.

9. Chinese culture. Confucianism. Origins and establishment of Chinese civilization and its scope of value. Confucianism and its meaning in the region of South-Eastern Asia. Specifics of Chinese culture.

10. Japanese and Korean cultures. Origins and establishment of Japanese culture. Historical sources of Korean culture. Phases of development and specific features of Japanese and Korean cultures.

11. Jewish culture. Origins of Jewish culture and its scope of value. Judaism and its specifics. Current social issues of Israeli society.

12. African culture. Reasons of specific social and cultural development of the African continent. European colonialism and its consequences for cultural and social development of the continent. Regional, cultural, language and social specifics of Africa.

13. Cultural diplomacy. Definition of term. Examples of cultural diplomacy and its realization in Slovak conditions. Culture, new tools of democracy.

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 33

A	B	C	D	E	FX
66.67	30.3	0.0	0.0	3.03	0.0

Lecturer: doc. PhDr. Rudolf Kucharčík, PhD.

Date of the latest change: 25.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: Dekanát FAJ/ JJD21013M/22	Title of course: Defence of the final thesis
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3., 4..	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: Grade Score Passed A = excellent = 1 91 – 100 B = very well = 1,5 81 – 90 C = well = 2 71 – 80 D = satisfactory = 2,5 61 – 70 E = sufficient = 3 51 – 60 Failed FX = insufficient = 4 0 – 50 Student defends his/her final thesis and answers the questions of supervisor and opponent.	
Student workload:	
Teaching results: Teaching results: In the final work the student demonstrates that he is able to work systematically and independently in the relevant field. The student is able to process empirical data, is able to use professional terminology and can identify the problem, criteria for selecting and formulating topics and techniques for formulating research goals and hypotheses, is able to analyze, evaluate and compare relevant data, can use professional literature, is familiar with the given topic, is able to use theoretical knowledge in independent work and apply it to research, can describe a research problem and take a stand, and finally is able to draw conclusions from the researched issues. The topics of the final theses must correspond to the content focus of the field of study and the study program for which they are advertised. The complexity of the final work corresponds to the profile of the graduate of the study program and the scope of knowledge acquired by studying in this study program.	
Indicative content: The final thesis has a prescribed balanced structure. The scope and structure of the work are defined by the internal regulation No. 11/2019 on final, rigorous and habilitation theses and its annexes. 1 to 12. The student of the final year of the first degree of study is obliged to submit the final thesis in accordance with the schedule of the given academic year at the study department of the Faculty	

of Applied Languages. The final thesis of the first / second degree of study is written and then defended in one of the two profile languages of the study program. It includes a summary in the Slovak language in the range of 10% of the total scope of the final thesis.

Support literature:

according to the thesis assignment

Syllabus:

Language whose command is required to complete the course:

the profile language of the study programme

Notes:

Assessment of courses

Total number of evaluated students: 27

A	B	C	D	E	FX
44.44	25.93	7.41	3.7	18.52	0.0

Lecturer:

Date of the latest change: 07.09.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KMEVaHD FMV/ JVA22017/22	Title of course: Diplomacy: Theory and Practice
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: The condition for passing the course is successful completion of a ongoing test and final test. Weight of the ongoing / final evaluation: 40/60	
Student workload: Total workload of the student in hours for the subject: 90 h, of which for individual educational activities: participation in lectures 26 h, participation on seminars 26 h, preparation for the ongoing test 12 h, preparation for final test 26 h.	
Teaching results: Students will acquire theoretical and practical knowledge of international relations and diplomacy in its basic areas: theoretical aspects of diplomacy, brief development of diplomacy, management of foreign service at bilateral and multilateral level, protocol and etiquette rules applied in diplomatic practice, forms and techniques of communication in diplomatic relations.	
Indicative content: Introduction. Brief history of diplomacy. Social etiquette and social behavior. National authorities of the state for international relations. Foreign authorities of the state for international relations. Diplomatic mission staff, consular service. Diplomatic and consular service of the Slovak Republic. External action and diplomacy of the European Union. Multilateral diplomacy. Economic diplomacy. Diplomatic privileges and immunities. Diplomatic protocol and ceremony. Form and technique of communication in diplomatic practice.	
Support literature: BARSTON, P., R.: Modern diplomacy. Pearson, Longman, 2006. ISBN 10:1-4058-1201-X. BERRIDGE, R., G.: Diplomacy. Theory and Practice. Palgrave Macmillan, 2005. ISBN 13:978-1-4039-9311-3 BERRIDGE, G. R. – James, A.: Dictionary of Diplomacy. London: Palgrave Macmillan, 2003. ISBN 978-1403915368.	
Syllabus: 1. Introduction 2. Brief history of diplomacy 3. Social etiquette and social behavior	

4. Management of diplomatic relations: National authorities of the state for international relations
5. Management of diplomatic relations: Foreign authorities of the state for international relations
6. Diplomatic mission staff, consular service
7. Diplomatic and consular service of the Slovak Republic
8. External action and diplomacy of the European Union
9. Multilateral diplomacy
10. Economic diplomacy
11. Diplomatic privileges and immunities
12. Diplomatic protocol and ceremony
13. Form and technique of communication in diplomatic practice (communication, interviews, correspondence)

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 48

A	B	C	D	E	FX
29.17	33.33	10.42	18.75	8.33	0.0

Lecturer: doc. Mgr. Boris Mattoš, PhD., doc. Milan Kurucz, CSc., PhDr. Jarmila Rusiňáková, PhD.

Date of the latest change: 25.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KMEVaHD FMV/ JVA22016/22	Title of course: European Studies
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: 60% continuous written and verbal work during the semester, which includes written testing of knowledge and elaboration of the project within the group together with its presentation, and verbal presentation of knowledge in confrontation with the current situation concerning the EU; 40% of the final written and oral exam	
Student workload: 5 x 26 = 156 hours participation in lectures: 22 hours participation in seminars: 22 hours preparation for credit tests: 26 hours processing of the final project: 26 hours preparation for the exam: 60 hours	
Teaching results: The graduate will be able to describe the history of economic integration in Western Europe, describe the motives leading to the emergence of the European Communities to the European Union, and later to its enlargement. He will be able to name the main institutions, their roles and main representatives. As part of the EU's development, he will be able to describe the various stages of economic integration and apply them to the EU. The graduate will know the sources of financing the EU budget and what expenses are paid from the EU budget. He will be able to distinguish between individual EU policies in terms of the competences of the EU institutions and the Member States. It will be oriented in the basic policies of the EU, what are their goals, what tools are used for their implementation. Energy, environmental policy and innovation policy form a complex of interrelated policies, and the graduate will be able to critically evaluate the EU instruments used to synergistically meet the objectives of these policies. Migration, asylum, foreign and security policy are policies in the exclusive competence of the Member States and the graduate will be able to assess in which areas a common EU approach is possible.	

The graduate will be able to name EU instruments of EU support policies that increase the competitiveness of the EU and its Member States.

Indicative content:

Development of the integration process in Europe. Institutions of EU. Stages of economic integration. Budget of EU. EU policies. Common agricultural policy. Regional (cohesion) policy. Energy, environmental policy, innovation policy of EU. Transport policy. Common foreign and security policy of EU. EU migration and asylum policy.

Support literature:

NELLO, S.N. (2011) : The European Union: Economics, Policies and History. McGraw-Hill Education, New York, 2011. EAN: 9780077129668.

CINI, M (2013) . European Union Politics. Oxfod university Press, 2013. EAN: 9780199694754. 485 p.

MCCORMICK,J. (2011) :European Union Politics. Palgrave , 2011. EAN: 9780230577077

PARKER, O.- BACHE.I. (2016) :Politics in the European Union.Oxford University Press; 4th Revised edition edition,2016. ISBN: 9780198797791

BULMER, S. (2012)The Member States of the European. Union Oxford University Press , 2012. EAN: 9780199544837

WYPLOSZ,CH. - BALDWIN,R.(2015) : The Economics of European Integration. McGraw-Hill Inc., Us; 5th UK ed. Edition,2015. ISBN: 9780077169657.

Syllabus:

- 1.Development of the integration process in Europe - motives and goals of integration after World War II.
2. Institutions of EU - functioning of institutions, their structure and powers, main representatives, symbols of the EU
3. Stages of economic integration - Single Market, Economic and Monetary Union of the EU
4. Budget of EU- revenue and expenditure of the EU budget.
5. EU policies - competences under the Lisbon Treaty - Common commercial policy - tools, objectives, principles.
6. Common agricultural policy - goals, principles, tools, reforms, current form; Common Fisheries Policy.
- 7.Regional (cohesion) policy - objectives, financial instruments, Language policy
- 8.Energy, environmental policy, innovation policy of EU- principles, tools, mainly
9. Transport policy: cabotage, transport liberalization, tasks and objectives of transport policy.
- 10.Ccommon foreign and security policy of EU- history, actors of EU foreign policy.
11. EU migration and asylum policy - development, basic documents, goals and tools, migration crisis

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 59

A	B	C	D	E	FX
23.73	33.9	6.78	20.34	15.25	0.0

Lecturer: doc. Milan Kurucz, CSc., Dr. habil. Ing. Eva Jančíková, PhD., Ing. Ľubica Harakaľová, PhD., Mgr. Juraj Ondriaš, PhD.

Date of the latest change: 25.12.2021

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21754M/22	Title of course: Exercises in Interpreting in French
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40 % Final evaluation: 60 %	
Student workload: Full-time study: 156 hours. Of which: 52 hours – attendance at seminars 42 hours – preparation for seminars and for the interim evaluation 62 hours – preparation for the final exam	
Teaching results: Knowledge: - mastering the basic interpreting strategies of reception and oral production of spoken discourse in English and Slovak - selective listening and text production - paraphrasing, compression, generalization, etc. Competence: - enhancing memory, interpreting techniques, and interpreting specialized texts, especially in social and economic disciplines. Skills: - the ability to translate a short 3-5-minute oral discourse from/into the Slovak language using interpreting notation along with acquired interpreting techniques and strategies.	
Indicative content: - Spoken word reception and short-term memory in consecutive interpreting. - Speech analysis – summaries. - Recognition and division of main ideas. - Initial stages of notation. Subordinate clauses. Abbreviations (general, personal). Keywords. - Connecting expressions. Use of the left margin. Reproduction of speeches from notes. - Verticality and hierarchy of values. Symbols (universal, specific). Memory aids. - Notation for different types of lectures and speakers (high language style). - Spoken discourse in the unilateral and bilateral form of interpreting.	
Support literature: Required:	

1. ŠTUBŇA, P., VERTANOVÁ, S. (eds.) (2017): Interdisciplinárne prístupy v teórii a didaktike tlmočenia. Bratislava: Z – F Lingua. ISBN 978-80-8177-037-1
2. ORCIT: www.orcit.eu (Online Resources for Conference Interpreter Training). Webpage provider: European Union.
- Optional:
1. MŮGLOVÁ, D. (2018). Komunikácia, Tlmočenie, Preklad, alebo: Prečo spadla Babylonská veža? Nitra: Enigma.

Syllabus:

Language whose command is required to complete the course:

French, Slovak

Notes:

Assessment of courses

Total number of evaluated students: 1

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

Lecturer:

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21714M/22	Title of course: Exercises in interpreting in English
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 30% Final evaluation: 70%	
Student workload: Full-time study: 156 hours. Of which: 52 hours – attendance at seminars 32 hours – preparation for seminars and for the interim evaluation 72 hours – preparation for the final exam	
Teaching results: Knowledge: - mastering the basic interpreting strategies of reception and oral production of spoken discourse in English and Slovak - selective listening and text production - paraphrasing, compression, generalization, etc. Competence: - enhancing memory, interpreting techniques, and interpreting specialized texts, especially in social and economic disciplines. Skills: - the ability to translate a short 3-5-minute oral discourse from/into the Slovak language using interpreting notation along with acquired interpreting techniques and strategies.	
Indicative content: - Spoken word reception and short-term memory in consecutive interpreting. - Speech analysis - summaries. - Recognition and division of main ideas. - Initial stages of notation. Subordinate clauses. Abbreviations (general, personal). Keywords. - Connecting expressions. Use of the left margin. Reproduction of speeches from notes. - Verticality and hierarchy of values. Symbols (universal, specific). Memory aids. - Writing for different types of lectures and speakers (high language style). - Spoken discourse in the unilateral and bilateral form of interpretation.	
Support literature: Support literature:	

1. Downie, Jonathan. Being a successful interpreter: Adding value and delivering excellence. Routledge (2016).
2. Gillies, Andrew. Conference Interpreting: A Student's practice book. Routledge (2013).
3. ORCIT: www.orcit.eu

Optional literature:

4. Setton, Robin. Conference Interpreting. A Trainer's Guide. John Benjamins (2016).
5. Múglová, Daniela. Komunikácia, Tlmočenie, Preklad, alebo: Prečo spadla Babylonská veža? Nitra: Enigma (2018).

Syllabus:

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 36

A	B	C	D	E	FX
58.33	22.22	11.11	2.78	5.56	0.0

Lecturer: Mgr. Jozef Štefčík, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KIK FAJ/JJB21102M/22	Title of course: Intercultural communication in English
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 1.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Requirements to complete the course: Midterm evaluation 40% Final evaluation 60%	
Student workload: Full-time study: 130 hours. Of which: 52 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Teaching results: Knowledge: <ul style="list-style-type: none">• Acquisition of information about the latest theories about cultures• due to the students' previous knowledge about cultures and languages, further development of their knowledge based on the most recent theories and their comparison• due to the complexity of the concept of culture, the course focuses on the most important and from the practical perspective the most important attributes of cultural models, subcultures, cultural taboos, gender issues and position of families in cultures• acquisition of knowledge about the impact of cultures on economic development, formation, and activities of various types of enterprises, and their company cultures Competencies: <ul style="list-style-type: none">• development of language competency within the chosen topics of culture and communication• improvement of communicative competency in the chosen foreign language• building of the intercultural competency of the students with special attention to strengthening the positive attitudes towards cultural differences and alternative interpretations of the world• achievement of a high degree of cultural literacy and empathy Skills: <ul style="list-style-type: none">• practical application of knowledge about various theories• implementation of theory into practice by solving difficult situational cases• comparison of personal experience with theories	

- formation of an open and positive attitude towards other cultures as equally valid alternatives of their own, domestic culture
- active development of basic language skills together with skills required for academic work
- activation of specific vocabulary and practicing fluent oral and written communication

Indicative content:

Indicative content:

- Introduction into cultures and civilisations
- Components of culture
- Cultural identity
- Cultural dimensions
- Comparison of cultures
- Communication models and theories

Support literature:

Support literature:

Required:

1. KRAMSCH, Claire: Language and Culture. Oxford, OUP, 2000
2. LEWIS, Richard, D.: When cultures collide, Leading across cultures, Boston, Nicholas Brealey International, 2010

Optional:

1. HUNTINGTON, Samuel: Clash of Civilizations and Remaking of World Order, NY, Simon & Schuster paperbacks, 2003
2. BERARDO, Kate, DEARDORFF, Darla K.: Building cultural competence, Sterling, Stylus Publishing LLC, 2012

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 354

A	B	C	D	E	FX
24.86	25.42	28.81	11.86	6.78	2.26

Lecturer: PhDr. Tatiana Hrivíková, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KIK FAJ/JJB21504M/22	Title of course: Intercultural communication in French
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 3.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 104 hours. Of which: 26 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Knowledge: <ul style="list-style-type: none"> • understanding and differentiating concepts such as ethnocentrism versus globalisation, chauvinism, racism, nationalism, acculturation and understanding the main stereotypes about France and other French-speaking countries; • recognition of the root causes of conflicts that arise in intercultural communication and knowledge of methods and techniques for resolving them. Competencies: <ul style="list-style-type: none"> • active use of professional terminology and the ability to discuss current issues that are part of the social debate in French-speaking countries; • a rich vocabulary in history, cultural and social realities, economic and political language; • the ability to analyse one's own cultural identity, to develop a critical attitude towards one's own society and the ability to confront this with attitudes towards other cultures; • competence in overcoming the barriers of ethnocentrism and understanding the dangers of prejudice in the process of intercultural communication. Skills: <ul style="list-style-type: none"> • the student has acquired socio-cultural competence and is able to understand the mentality of the inhabitants of French-speaking countries and the coexistence of different national and religious groups; • in conjunction with the development of intercultural competence, this course also develops students' communication skills in a foreign language and activates the vocabulary of the area of interest. 	
Indicative content:	

- Ethnocentrism, chauvinism, racism, nationalism, acculturation
- Stereotypes: France vs. Slovakia
- Possibilities of preventing communication problems in intercultural environments
- Causes of conflicts, methods and techniques of conflict resolution
- Methods and techniques for solving intercultural problems
- Ethnocentrism versus globalization

Support literature:

Required:

1. BOURSE, Michel – YÜCEL, Halime. Communication interculturelle : mode d'emploi. Paris: L'Harmattan, 2019. 273 pp. ISBN 978-2-343-17594-2.
2. PRETCEILLE, Martine A. La communication interculturelle. Entre pertinence et impertinence. Paris: L'Harmattan, 2020. 214 pp. ISBN 978-2-343-20236-5.
3. SCHMITT, François. Les cultures française et slovaque. Analyses comparatives de représentations sociales. Louvain-la-Neuve: EME Modulaires, 2015. 127 pp. ISBN 978-2-8066-3251-7.

Optional:

1. ASTRE-DÉMOULIN, Marie-José – ABELLAN, Jan. La marmite gauloise. Pourquoi le monde ne veut pas travailler avec nous, les Français. Paris: La Boîte à Pandore, 2021. 151 pp. ISBN 978-2-87557-387-2.
2. DRUMMOND, Virginia. Le management interculturel. Comprendre la diversité culturelle pour mieux manager les équipes. 8e édition. Le Mans : Gereso, 2021. 300 pp. ISBN 978-2-37890-744-0.
3. LADMIRAL, Jean-René – LIPIANSKY, Edmond Marc. La communication interculturelle. 4e édition. Paris: Les Belles Lettres, 2015. 327 pp. ISBN 978-2-251-70005-2.
4. LIHUA, Zheng. Communication interculturelle entre les Chinois et les Français. Paris: Éditions Le Manuscrit, 2014. 304 pp. ISBN 978-2-304-04746-2.
5. ROLLAND, Hervé. Des cultures et des entreprises. Une étude France-Québec. Paris: L'Harmattan, 2020. 110 pp. ISBN 978-2-343-19690-9.

Syllabus:

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 64

A	B	C	D	E	FX
57.81	37.5	4.69	0.0	0.0	0.0

Lecturer: Mgr. Andrea Tureková, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KMO OF/JOB22191/22	Title of course: Marketing in International Environment (in English)
Type, load and method of teaching activities: Form of course: Lecture / Practical Recommended load of course (number of lessons): Per week: 2 / 2 Per course: 26 / 26 Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: 10% - participation in seminars; 30% - semester coursework and its presentation; 60% - final exam	
Student workload: Total: study load 6 credits x 26 h = 156 h Attendance at lectures: 26 hours Attendance at seminars: 26 hours Individual preparation for seminars: 26 hours Preparation of semester coursework: 26 hours Preparation for the final exam: 52 hours	
Teaching results: Students will possess following abilities: - Understanding of the key role that international marketing plays in creating a competitive advantage for companies on the international level. - Identify key economic, political, legal, socio-demographic and technological factors that influence the rapidly changing macroeconomic environment of companies, which must respond promptly and optimally to these changes. - Understand the significant influence of the cultural environment and other so-called soft factors for shaping of an international marketing strategy. - Understand flexibility of the HR policy and a corporate structure needed to apply a successful global strategy and identify the importance of HR management at various levels of an internationally operating company (growing importance of attributes in the microenvironment of businesses). Students will obtain following skills: - Gain insight into current global marketing challenges and specific challenges faced by marketing managers in a dynamic global environment. - Gain relevant knowledge of the global macroenvironment in its economic, cultural, social, political, legal and technological dimensions as well as knowledge of how to use changes in the macro environment to make the right marketing decisions. - Discuss the growing importance of individual elements of the marketing mix and their connection with new technologies in the field of the product, distribution and especially communication	

policy: Internet-related technologies and online social networks, their role in the global market and challenges of these phenomena.

- Familiarity with key global social issues of the macroenvironment and microenvironment, including environmental issues, ethics and the Corporate Social Responsibility, identification and ability to respond to technological change, to transform the knowledge into relevant decisions on changes in individual phases of an international marketing strategy.

Students will gain following competences:

- In the framework of the macroenvironment, perform analyses related to current internationally recognised studies as well as databases, and optimally respond to their impact in the process of creating and implementing international marketing strategies.

- Develop strategic thinking in terms of current complex issues and challenges in the context of learning how to develop leadership skills needed to address uncertainties and changes faced by today's global marketers.

- Develop understanding of analysing intercultural aspects, effects of sustainable development, application of ethical and moral principles in the management of businesses and an optimal response to their impact in the process of creation and application of an international marketing strategy.

- Present, clearly communicate, argue and critically evaluate acquired knowledge in terms of an optimal and creative application of an international marketing strategy.

Indicative content:

Importance of international marketing in increasing competitiveness of companies operating on international markets. Complex characteristics of the international environment, analyses and relevant identification of key macro and micro factors of international markets, followed by an assessment of their implications for optimisation-oriented changes in international marketing strategies of companies in terms of marketing programmes (marketing mix) in the dynamic global environment. Detailed focus on how to create an international marketing strategy, or key elements of the marketing mix also with respect to sustainable development - Corporate Social Responsibility, the impact of intercultural aspects, technological changes and other factors of the current international macroenvironment and microenvironment of businesses.

Support literature:

1. CATEORA, Philip. International Marketing. New York: McGraw-Hill Education, 2023. 736 p. ISBN 9781266151637.

2. CZINKOTA Michael, R. International Marketing. Cengage Learning, 2022. 720 p. ISBN 9780357445129.

3. FERENČÍKOVÁ, Soňa et al. The value of reverse knowledge transfer: Case of Austrian Bank subsidiary in Slovakia. In: Journal of Eastern European and Central Asian Research, St. Louis, Missouri, Vol.10 No.5, pp. 764 – 772, 2023. ISSN 2328-8272, E-ISSN 2328-8280.

4. FERENČÍKOVÁ, Soňa. Reverse knowledge transfer from Central to Western Europe: Selected Case Studies In: Journal of Eastern European and Central Asian Research, St. Louis, Missouri, Vol.7 No.1, pp. 1-11, 2020. ISSN 2328-8272, E-ISSN 2328-8280.

5. Understanding Careers Around the Globe: FERENCIKOVA, Sonia, Ch. 22, pp. 203 – 213, Edward Elgar 2023. 250 p. ISBN 987-1-0353-0840-8.

6. WEF. The Global Risks Report. Online. Geneva: World Economic Forum, 2024. ISBN: 978-2-940631-64-3. Available at: <https://www.weforum.org/publications/>

Syllabus:

1. Introduction into international marketing (IM), its definitions, role, fundamental concepts, forms and key theoretical approaches to internationalisation of business.

2. Variety of marketing concepts (E.P.R.G. concept)

3. Standardisation versus adaptation and selected IM strategies.

4. International marketing environment and its latest developments.

5. Microenvironment levels and methods of assessment.
6. Macroenvironment levels and methods of assessment.
7. Intercultural environment and methods of its assessment.
8. Sustainability-oriented marketing in terms of the Corporate Social Responsibility
9. Analysis identifying opportunities for application of a marketing strategy by companies on international markets: segmentation of international markets; SWOT analysis (strengths, weaknesses, opportunities and threats), marketing planning
10. Identification of the entry method for companies entering international markets and related forms of ownership
11. International marketing programme – international marketing mix
 - Product policy
 - Pricing policy
12. International marketing programme – international marketing mix
 - Communication policy
 - Distribution policy
13. HR policy – its role and specific features in companies operating internationally

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 52

A	B	C	D	E	FX
32.69	28.85	30.77	3.85	1.92	1.92

Lecturer: prof. Ing. Soňa Ferencíková, PhD., Ing. Daniel Krajčík, PhD., Ing. Marcela Gocmanová, Ing. Viktória Peštová, Ing. Marek Petrovič

Date of the latest change: 14.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21001M/22	Title of course: Master's colloquium
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 52 hours. Of which: 26 hours – attendance at seminars 10 hours – preparation for seminars and for the interim evaluation 16 hours – preparation for the final exam	
Teaching results: The aim of the course is to teach the student to present the interim results of his/her research activities while writing the thesis and to discuss them afterwards. The student will be given the opportunity to present the main points of his/her reasoning to invited guests, to formulate hypotheses and to describe the methodology used. The aim of this seminar is to provide assistance in evaluating the interim results of the research. Knowledge: - An overview of the concepts and possible solutions to the problems formulated in the thesis. - obtaining ongoing feedback from teachers and students present - information on other possible approaches to writing a thesis Competencies: - express themselves professionally, present their ideas clearly and comprehensibly Skills: - present the aim of the thesis in a comprehensive way, explain the methodological procedures and confront them with previous knowledge - to respond to critical comments from the audience, to be able to defend the expected procedures in the preparation of the thesis	
Indicative content: - Methods of scientific work - Methodology of humanities and social sciences - Discourse analysis - Other topics according to the topics of diploma theses	

Support literature:

Required:

1. Desagulier, G.: Corpus Linguistics and Statistics with R: Introduction to Quantitative Methods in Linguistics. Cham: Springer 2017. ISBN: 978-3-319-64572-8.
2. Heath, R.; McKinley, J. (eds.): The Routledge handbook of research methods in applied linguistics. New York: Routledge, 2020. ISBN 9781138501140.
3. Paltridge, B.; Phakiti, A.: Research methods in applied linguistics: A Practical Resource. London et al.: Bloomsbury Academic, 2018. ISBN 9781472524560.
4. Surbhi, J.: Research Methodology in Arts, Science and Humanities. Oakville: Society Publishing, 2019. ISBN 978-1773613543.

Supplementary literature:

1. Dobson, J. E.: Critical Digital Humanities: The Search for a Methodology. University of Illinois Press, 2019. ISBN 978-0252084041.
2. van Dijk, T. A.: "What is political discourse analysis". Belgian Journal of Linguistics, 11 (1): 11-52, 1997. ISSN 0774-5141.

Syllabus:**Language whose command is required to complete the course:**

English/German/Spanish/French/Russian

Notes:**Assessment of courses**

Total number of evaluated students: 27

A	B	C	D	E	FX
44.44	29.63	22.22	3.7	0.0	0.0

Lecturer:**Date of the latest change:** 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21755M/22	Title of course: Practical Lexicology of the French Language
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 104 hours. Of which: 26 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Knowledge: The aim of this course is to extend students' knowledge and skills in the area of distinguishing the meaning, formation and use of words in a specific communicative situation. Upon completion of the course, the student will be familiar with the principles of polysemy and will be able to distinguish it from homonymy. In the context of paradigmatic relations, the student will acquire the knowledge to be able to distinguish meaning relations at the lexical level (e.g., synonymy, antonymy, homonymy, and paronymy) with emphasis on examples in the target language. Competences: On the basis of the acquired knowledge, the student will acquire competencies and be able to understand polysemy, homonymy, synonymy, etc. as terms of meaning diversity of words. He/she will be able to identify meaning differences resulting from subtle differences in the expressive level of the target language; he/she will be familiar with terms such as faux amis (treacherous words), homophony, homography and will be able to demonstrate them, in particular through examples for relevant language pairs (the foreign language studied and the mother tongue). Skills: The student will have a basic knowledge of phraseology and will be able to link it meaningfully with knowledge of lexicology. The student will know the nature of the concepts of metaphor and metonymy and will be able to explain the influence of the processes of metaphorisation and metonymisation on the expansion of the vocabulary of a particular language and will be able to use them effectively in the production of his/her own linguistic expression in the target language.	

Indicative content:

- Lexical level of language – principles of creating of words and stylistic use of vocabulary
- Polysemy and homonymy, homophony and homography
- Paradigmatic relations of the semantic level of language (polysemy, homonymy, antonymy, synonymy...)
- Faux amis (False friends)
- Phraseology as a part of language (semantic structures, phrasemes, semantic phrases, similes, numbers as a part of phrase in stable lexical phrases etc.).
- Metaphorization and metonymization as a tool for broadening vocabulary

Support literature:

Required:

1. CHOLLET, Isabelle – ROBERT, J.-M.: Les expressions idiomatiques. Paris: CLE International. 2008. 224 p.
2. LEHMANN, Alise – MARTIN-BERTHET, F.: Lexicologie : sémantique, morphologie, lexicographie. Paris: Armand Colin. 2018. 352 p.
3. MIQUEL, Claire: Vocabulaire progressif du français. Niveau avancé. Paris: CLE International. 2017. 208 p.

Optional:

1. BARLÉZIZIAN, Aram: Précis de lexicologie du français moderne. Erevan: Université linguistique d'Etat d'Erevan. 2009. 80 p.
2. GREVISSE, Maurice – GOOSSE, A.: Le bon usage. 16e édition. Louvain-la-Neuve; Paris: De Boeck Supérieur. 2016. 1800 p.

Syllabus:**Language whose command is required to complete the course:**

French

Notes:**Assessment of courses**

Total number of evaluated students: 11

A	B	C	D	E	FX
81.82	9.09	9.09	0.0	0.0	0.0

Lecturer: Mgr. Martin Růžička, Ph.D., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21513M/22	Title of course: Practical Rhetoric in the French Language
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: II., N	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 104 hours. Of which: 26 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Knowledge: <ul style="list-style-type: none"> · acquisition and development of theoretical knowledge related to understanding, expression and correct argumentation; · obtaining knowledge in various socio-economic, political, international and cultural topics or contexts. Competences: <ul style="list-style-type: none"> · development of competences for a democratic culture and intercultural dialogue, i.e. projection of acquired knowledge, skills and abilities to promote a society based on the values of freedom, justice, equality and pluralism; · the student will be able to identify and use different communication models, will master the specific vocabulary of argumentation and counter-argumentation for a correct debate with reasonable respect for the discussion opponents. Skills: <ul style="list-style-type: none"> · development of critical thinking and reasoning; · fluent, coherent and appropriate oral expression in a foreign language; · capacity for academic debate on the different topics addressed in class; · ability in interpersonal relations and teamwork; · critical thinking and critical skills to analyse, evaluate and make judgements on the content examined in class; · ability to communicate clearly in a range of situations – this includes expressing one’s beliefs, opinions, interests and needs, explaining and clarifying ideas, advocating, promoting, arguing, reasoning, discussing, debating, persuading and negotiating; 	

- the ability to ask questions of clarification in an appropriate and sensitive manner in cases where the meanings being expressed by another person are unclear or where inconsistencies between the verbal and non-verbal messages produced by another person are detected;
- the ability to manage breakdowns in communication, for example by requesting repetitions or reformulations from others, or providing restatements, revisions or simplifications of one's own misunderstood communications;
- expressing views and opinions in group settings, and encouraging other group members to express their views and opinions in such settings;
- recognising conflict in group settings, including identifying emotional signs of conflict in the self and in others, and responding appropriately using peaceful means and dialogue.

Indicative content:

- Principles of discussion
- General and individual persuasion techniques
- Argument and counterargument, logic and structure of argument
- Type and quality of arguments: emotional, rational, explanatory, and persuasive
- Evaluation of counterarguments
- Violation of the rules of probability theory
- Team discussion, round table, discussion duel, communication models

Support literature:

Required:

1. HOLLEVILLE, S. Débattre en FLE (B2-C1). Paris: Ellipses, 2021. ISBN 2340047501
2. MIQUEL, C. Communication progressive du français (B2-C1). Paris: CLE International, 2017. ISBN 2090382112

Optional:

1. CHARLES, R., WILLIAME, C., GROSSEMY, A.S. La Communication orale – Repères pratiques. Paris: Nathan, 2020. ISBN 2091638404
2. CORDEIL-LE MILLIN, Y. La Parole est à vous ! S'exprimer en public avec les techniques des acteurs Paris: Dunod, 2015. ISBN 9782100741946
3. ROCCA, M., SÉBASTIEN, G., ATTAL FOUGIER, M-L. Progresser en communication. Grenoble: PUG, 2017. ISBN 2706113812

Syllabus:

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 67

A	B	C	D	E	FX
73.13	13.43	4.48	7.46	0.0	1.49

Lecturer: Mgr. Martin Růžička, Ph.D., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc.

Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: Dekanát FAJ/ JJD21011/22	Title of course: Practical internship
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present	
Number of credits: 6	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: In order to receive credit, the student must complete a practical internship in the selected company in the extent of 26 hours per semester Total study load (in hours): Full-time study: 156 hours. Of which: 26 hours – participation in the internship 26 hours – preparation for the internship 32 hours – laboration of the plan, objectives, timetable 72 hours – preparation of documents for obtaining credits	
Student workload: Total study load (in hours): Full-time study: 156 hours. Of which: 26 hours – participation in the internship 26 hours – preparation for the internship 32 hours – laboration of the plan, objectives, timetable 72 hours – preparation of documents for obtaining credits	
Teaching results: The aim of the internship is to become familiar with the working environment, apply the acquired theoretical knowledge in practice, and acquire new skills important in the working environment. The internship is intended to prepare the student according to the graduate profile for his/her work after graduation. Knowledge: - verification and application of the theoretical knowledge from the Master's degree and acquisition of new knowledge resulting from the conditions and needs of the market. - gain work habits, interdisciplinary experience, - become familiar with working standards, company work principles, safety measures, - get to know the business environment of the selected area, - become familiar with the documentation and work reports. Skills: - Identification and application of knowledge in solving specific problems and work tasks,	

- application of intercultural competencies in practice,
- linking the acquired knowledge to the specific assignment of the final thesis.

Competence:

- the ability to define a work problem or work task,
- the ability to propose a possible solution, explain the procedure and the reasons,
- learn to work in a heterogeneous team,
- acquire work habits,
- learn to take responsibility,
- test practical skills on a specific assignment,
- learn about the business or social environment of the chosen business or social area.

Indicative content:

Indicative content:

Professional training is focused on the performance of students' professional experience realized in one or more forms: work in an interdisciplinary team/start-up company, work in a contractual enterprise under the supervision of a mentor, other form after agreement with the supervisor. Before the start of the internship, the student will establish the intention, goals, expected activities and timetable for the internship. The activities within the scope of the professional training can be carried out throughout the calendar year, while it is necessary to comply with the minimum extent. The student shall keep a record of the professional training and appropriate documentation, which shall be submitted for credit as part of the student's own professional experience project.

Support literature:

Literary sources according to the focus of the student's individual activity in the course of the professional training.

Syllabus:

Language whose command is required to complete the course:

Notes:

Assessment of courses

Total number of evaluated students: 28

NZ	Z
0.0	100.0

Lecturer: PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 07.09.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21712M/22	Title of course: Practical rhetoric in the English language
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 1., 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Total study load (in hours): Full-time study: 104 hours. Of which: 26 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Teaching results: Knowledge: <ul style="list-style-type: none">• expanding knowledge in a variety of socio-economic, political, international, and cultural topics and relations• mastering a specific vocabulary of argumentation and refutation in a correct debate with appropriate respect for the discussion opponents• building practical knowledge about using various language tools in stylizing the text, arguing, opposing, and using different types of communication models• learning about various communication strategies Competencies: <ul style="list-style-type: none">• acquisition of media literacy• development of critical thinking by using various sources of information• building language and cultural competencies enabling to express views and arguments, analyse, summarize, and comment on current socio-economic, political, and cultural developments• developing the competency to identify and utilise various communication models and strategies Skills: <ul style="list-style-type: none">• development of skills related to the understanding, expression, and oral interaction on an advanced level of foreign language• practicing performance in public in a foreign language in a multicultural environment• based on the accumulated knowledge, practicing proper public speaking and adequate reactions• improvement in properly formulating one's opinions and arguments	

- application of theoretical knowledge in discussions, speeches/presentations
- practising and improvement of performance in foreign language (fluency and accuracy)
- application of the acquired knowledge in individual or group debates and in round tables

Indicative content:

- Principles of discussion
- General and individual persuasion techniques
- Argument and counterargument, logic, and structure of argument
- Types and quality of arguments: emotional, rational, explanatory, and persuasive
- Evaluation of counter-arguments (refutation)
- Violation of the rules of probability theory
- Team discussion, round table, discussion duel, communication models

Support literature:

Support literature:

Required:

1. EDWARDS, Richard E.: Competitive Debate: The Official Guide, London, Alpha Publishing, 2013
2. WESTON, Anthony: A Rulebook of Argument, Indianapolis, Hackett Publishing Company, 2018

Optional:

1. Current press in Slovak and English language, internet
2. PUGH, Ryan A., The Debate Handbook, London, Alpha, 2008

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 35

A	B	C	D	E	FX
57.14	25.71	14.29	0.0	2.86	0.0

Lecturer: PhDr. Tatiana Hrivíková, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21511M/22	Title of course: Professional Lexis and Style of the French Language
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 30 % Final evaluation: 70 %	
Student workload: Full-time study: 104 hours. Of which: 26 hours – attendance at seminars 26 hours – preparation for seminars and for the interim evaluation 52 hours – preparation for the final exam	
Teaching results: Knowledge: Acquiring theoretical knowledge of professional lexis and terminology of the French language, necessary for effective work with professional text. Understanding the basic principles of the functioning of professional vocabulary and the creation of professional style. Mastering professional vocabulary and professional terminology. The subject covers the issue of use and the development of professional style as an interrelated and interdependent whole. Competences: Acquiring the ability to create a text in a professional style. Competence to master the correct use of adequate vocabulary in professional spoken or written text in an adequate style. Ability to create and use synonyms, understand semantic relationships in professional vocabulary Acquiring the ability to understand professional vocabulary and professional style in the French language. Skills: Acquiring the practical skills in professional lexis and terminology of the French language needed for effective work with professional text. Acquiring the skills to produce spoken or written professional text with adequate means of expression. Acquiring the skills in searching, processing and using professional lexis and in producing spoken or written texts in a professional style.	

Ability to process and analyse information from a professional text from a variety of sources and apply it in practical situations.

Indicative content:

- Lexeme as a basic unit of lexicology, lexical meaning, vocabulary differentiation, types of dictionaries, semantic relations
- Linguistic styles, typology, characteristics, choice of stylistic devices
- Specialised single and multi-word denotations, collocations, terms
- Professional lexis and economic style
- Other professional texts (political, social, medical, legal, environmental)

Support literature:

Required:

1. DUMAREST, D., MORSEL, M.-H.: Les mots : origine, formation, sens : 190 exercices corrigés. Grenoble : Presses universitaires de Grenoble, 2017. ISBN 9782706126352
2. GAUDIN, F., GUESPIN, L.: Initiation à la lexicologie française. De la néologie aux dictionnaires. Bruxelles : De Boeck (Duculot), 2008. ISBN 9782200351397
3. LEHMANN, A., MARTIN-BERTHET, F.: Introduction à la lexicologie. Sémantique et morphologie. Paris : Armand Colin, 2008. ISBN 978-2-200-35332-2
4. MORTUREUX, M.-F.: La lexicologie entre langue et discours. Paris : Armand Colin, 2008. ISBN 9782200351397
5. NIKLAS-SALMINEN. A.: La lexicologie. Paris : Armand Colin, 2015. ISBN 978-2200286118
6. POLGUÈRE, A.: Lexicologie et sémantique lexicale. Notions fondamentales. Montréal : Les Presses de l'Université de Montréal, 2017. ISBN 978-2760636576
7. MOLINIÉ, G.: La stylistique. Paris : Presses Universitaires de France, 2014. ISBN 978-2-13-063023-4

Optional:

1. BOUGAULT, L., WULF, J. (dir.): Stylistiques ?. Rennes : Presses Universitaires de Rennes, 2010. ISBN 9782753510548
2. DOLNÍK, J.: Lexikológia. Bratislava : Univerzita Komenského, 2003
3. ELUERD, R.: La lexicologie. Paris : Presses Universitaires de France, 2000. ISBN 978-2-13-050577-8
4. FINDRA, J.: Štylistika slovenčiny. Bratislava : Osveta, 2004. ISBN 8080631425
5. ORGOŇOVÁ, O., BOHUNICKÁ, A.: Lexikológia slovenčiny. Bratislava: Stimul, 2011. ISBN 978-80-8127-030-7
6. POLICKÁ, A.: Initiation à la lexicologie française. Brno : Masarykova univerzita, 2014. ISBN 978-80-210-7510-8

Syllabus:

Language whose command is required to complete the course:

French

Notes:

Assessment of courses

Total number of evaluated students: 11

A	B	C	D	E	FX
72.73	18.18	0.0	9.09	0.0	0.0

Lecturer: Mgr. Martin Růžička, Ph.D., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21002M/22	Title of course: Seminar for Master thesis I.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 3.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course:	
Student workload: Full-time study: 52 h 16 hours of seminars 10 hours of preparation for the seminars 26 hours of preparation for the exam	
Teaching results: Knowledge: - The student gets acquainted with superstructural methodological and methodical principles, technical and formal rules of writing a thesis. The student masters the technique of citation and paraphrasing in the process of writing a thesis in accordance with the methodology of thesis processing valid at the University of Economics in Bratislava and is familiar with the criteria for the evaluation of final theses. Competence: - Mastering superstructural methodological and methodical principles and tools of the research work in the process of solving problems in the field of philology, identifying problems requiring a scientific solution, describing the current state of the research of the given topic home and abroad. Skills: - The student is able to analyze his/her own results, confront them with the literature and prepare the outputs of scientific activity according to the valid scientometric criteria. The student manages to formulate hypotheses and research questions, propose proper methodical procedure of solving the given problem.	
Indicative content: - Formal processing of the thesis - Preparation of the theoretical-methodological part of the thesis - Access to data sources of information - Access to literary sources of information - Citation, paraphrasing according to the Guidelines for thesis of the University of Economics in Bratislava - Criteria for thesis evaluation	

Support literature:

Required:

1. According to the topic of the thesis
2. Internal Directive No.11/2019 on final, rigorous and habilitation theses and its annexes

Optional:

1. BREVENÍKOVÁ, D. (100%): Academic Writing in Englishspeaking University Environment. Bratislava: Vydavateľstvo EKONÓM, 2018. ISBN 978-80-225-4549-5.
2. SERESOVÁ, K. (100%): Wissenschaftliches Schreiben. Bratislava: Vydavateľstvo Ekonóm, 2018. 94 s. ISBN 978-80-225-4547-1.
3. RIZEKOVÁ, I. (100%): La communication scientifique en milieu universitaire. Bratislava: Vydavateľstvo Ekonóm, 2018. ISBN 978-80-225-4546-4. 127 s.
4. SANCHEZ PRESA, M. (100%): El lenguaje académico en el entorno universitario. Bratislava: Vydavateľstvo Bratislava: Univerzita Komenského, 2019.

Syllabus:**Language whose command is required to complete the course:****Notes:****Assessment of courses**

Total number of evaluated students: 60

A	B	C	D	E	FX
95.0	1.67	1.67	0.0	1.67	0.0

Lecturer: doc. Mgr. Ing. Katarína Seresová, PhD.**Date of the latest change:** 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21003M/22	Title of course: Seminar for Master thesis II.
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 2	
Recommended semester/trimester of study: 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 52 h 16 hours of seminars 10 hours of preparation for the seminars 26 hours of preparation for the exam	
Teaching results: Knowledge: - After studying and mastering the content of this course, the student gains knowledge of elaborating the theme of the master thesis from the methodological perspective, setting hypotheses and relevant research questions while using proper statistical and other methods in order to reach the given aim of the thesis. Competence: - The student is able to identify problems requiring a scientific solution, then search for them in the scientific literature. Is able to locate relevant data sources of information and use them selectively in his/her work. Skills: - After completing the course, the student is then able to apply, accept and respect ethical aspects and norms of protection of intellectual property in scientific work and has knowledge of the basic methods of detecting plagiarism in the thesis and other scientific works. Completion of the course will lead to the development of cross-cutting skills – such as the ability to think critically, take initiative, collaborate, discuss, present and solve problems.	
Indicative content: - Methodology: questions, hypotheses, operationalization of concepts - Application of statistical methods in theses - Access to data sources of information - Ethical aspects of scientific work, protection of intellectual property - Plagiarism - Formal aspects of thesis preparation	

Support literature:

Required:

1. According to the topic of the thesis
2. Internal Directive No.11/2019 on final, rigorous and habilitation theses and its annexes

Optional:

1. BREVENÍKOVÁ, D.: Academic Writing in English speaking University Environment. Bratislava: Vydavateľstvo EKONÓM, 2018. ISBN 978-80-225-4549-5.
2. SERESOVÁ, K.: Wissenschaftliches Schreiben. Bratislava: Vydavateľstvo Ekonóm, 2018. ISBN 978-80-225-4547-1.
3. RIZEKOVÁ, I.: La communication scientifique en milieu universitaire. Bratislava: Vydavateľstvo Ekonóm, 2018. ISBN 978-80-225-4546-4.
4. SANCHEZ PRESA, M.: El lenguaje académico en el entorno universitario. Bratislava: Vydavateľstvo Bratislava: Univerzita Komenského, 2019.

Syllabus:**Language whose command is required to complete the course:**

According to the language in which the author writes the thesis (English, German, Spanish, French, Russian)

Notes:**Assessment of courses**

Total number of evaluated students: 28

A	B	C	D	E	FX
60.71	17.86	17.86	0.0	3.57	0.0

Lecturer:

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: Dekanát FAJ/ JJD21006M/22	Title of course: State exam
Type, load and method of teaching activities: Form of course: Recommended load of course (number of lessons): Per week: Per course: Method of study: present	
Number of credits: 10	
Recommended semester/trimester of study: 3., 4..	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Conditions for completion of the subject are to pass the oral part of the state exam successfully. In terms of the oral part of the exam, the student answers the questions from philology and intercultural communication and discusses certain topics in English. He answers the questions from the members of the committee. When assessing the certain parts of the state exam, the following grading system is used: A – excellent – 1 B – very good – 1,5 C – good – 2 D – satisfactory – 2,5 E – sufficiently – 3 FX – unsatisfactory – 4. The overall result is set up as an average of assessments from the certain parts followingly: A – excellent – 1 – average up to and including 1,25 B – very good – 1,5 – average from 1,26 to and including 1,75 C – good – 2 – average from 1,76 to and including 2,25 D – satisfactory – 2,5 – average from 2,26 to and including 2,75 E – unsatisfactory – 3 – average from 2,76 to and including 3,00.	
Student workload:	
Teaching results: The student possesses a good knowledge of characteristic typological features of the English language mainly from the morphological typology and contrastive linguistics, knowledge about language levels and language means of English; understanding of paradigmatic and syntagmatic relations in the system of English vocabulary; very good knowledge of terminology from the following discipline and areas: linguistics, economy and law, politology, intercultural communication, European studies; knowledge of theories from the most important specialists from the field of intercultural communication as well as specifications of cultures of English speaking countries; theoretical knowledge of different communication models, rules about leading a discussion, debates and round tables; very good knowledge about the processes of integration in the European Union as well as negative manifestations inside of the EU and from the outside, the relation to different countries. He/she has the skill to use the knowledge obtained during the study at work with general or professional, scientific, and that is linguistic, economy-law text, politology or different social-science text from the point of view of his/her perception, analysis, and interpretation; skills in connection with giving a presentation to the audience, as well as processing the search of the sources for professional and qualification works, searching for information, their assessment and sorting out, final summarization of arguments in favor or against the basic premises, the skills to argue and defend their opinions in discussion in English. The ability and competence	

to express himself/herself towards the processes of European integration succinctly and language-wise correctly, to take a qualified stand on specific modern manifestations of nationalism within the EU, as well as the topical situation in the Eurozone. He/she gained the communication competencies on the C2 level of Common European Framework of Languages (CEFR) in oral and written forms in the English language.

Indicative content:

- English Linguistics
- Corpus Linguistics
- Intercultural communication in the English language

Support literature:

Support literature: Required:

1. BAKER, P. (2006): Using Corpora in Discourse Analysis. London: Bloomsbury Academic.
2. GRIFFITHS, P. (2006): An Introduction to English Semantics and Pragmatics. Edinburgh: Edinburgh University Press.
3. BARTH, D., SCHNELL, S. (2021): Understanding Corpus Linguistics. New York: Taylor & Francis, ISBN 9780367219628
4. KRAMSCH, C.: Language and Culture. OUP 2000
5. LEWIS, R.D.: When cultures collide, Leading across cultures, Nicholas Brealey International, 2010
6. STEFANOWITSCH, A. (2020): Corpus linguistics: A guide to the methodology. Berlin: Freie Universität Berlin. ISBN 978-3-96110-224-2
7. WEISSER, M. (2016): Practical Corpus Linguistics: An Introduction to Corpus-Based Language Analysis. Oxford: Wiley-Blackwell. ISBN 9781118831885

Optional:

1. PINKER, S. (2000): The Language Instinct: How the Mind Creates Language. London: Harper Perennial Modern Classics.
2. McCULLOCH, G. (2019): Because Internet: Understanding the New Rules of Language. Montreal: Riverhead Books.
3. HUNTINGTON, S.: Clash of Civilizations and Remaking of World Order, Simon & Schuster paperbacks, 2003
4. BERARDO, K., DEARDORFF, D.K.: Building cultural competence, Stylus Publishing, LLC, 2012
5. SINCLAIR, J. (1991): Corpus, Concordance and Collocation. Oxford: Oxford University Press, ISBN 0-19-437144-1

Syllabus:

Language whose command is required to complete the course:

English

Notes:

Assessment of courses

Total number of evaluated students: 1219

A	B	C	D	E	FX
46.19	22.56	14.68	9.84	6.32	0.41

Lecturer:

Date of the latest change: 07.09.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible

for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21713M/22	Title of course: Translation of specialized texts in English
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 130 hours. Of which: 52 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Knowledge: - understanding, acquiring, and mastering extended methodological principles of translation from English into Slovak and vice versa and implementing them in practice. Competence: - acquiring a vast knowledge of working with the source and target language through text analysis and transforming the source into the target language with its structure and lexicon. - building on translations' basic knowledge and methodology of translation, acquired at the bachelor's degree with a focus on translation from Slovak into English and vice versa. Skills: - the ability to properly analyze the original and correctly translate it into the target text at an adequate linguistic and stylistic level.	
Indicative content: - Superstructure principles of translation from Slovak into English and vice versa - Translation techniques from Slovak to English and from English to Slovak - Analysis of the original - Transformation of the author's ideas into the target text - Types of translations - Analysis and translation of more complex institutional, legal and economic texts	
Support literature: Support literature:	

1. Baer, James.Brian et al. New Perspectives in Translation and Interpreting Studies. Routledge (2020).
 2. Munday, Jeremy: Introducing Translation Studies. Taylor & Francis Books (2016).
 3. Müglová, Daniela: Komunikácia tlmočenie preklad: alebo Prečo spadla Babylonská veža. Bratislava: Enigma (2009).
 4. Buzássyová, Klára., Jarošová, Alexandra. ed.: Slovník súčasného slovenského jazyka a-g. Veda. Bratislava (2006).
 5. Buzássyová, Klára., Jarošová, Alexandra. ed.: Slovník súčasného slovenského jazyka a-g. Veda. Bratislava (2006).
 6. PASSWORD Dictionary: <https://www.dictionary.com/browse/password>
 7. Monolingual and translation general, economic and legal dictionaries on our market of your choice
 8. Internet dictionaries
 9. Current journal articles on translation in English and Slovak
- Optional literature:
- IATE (Termbase of the EU): <https://iate.europa.eu/>
- Corpus-based platform SketchEngine: sketchengine.eu
- Slovak National Corpus: <https://korpus.sk/>
- EUR-Lex: <https://eur-lex.europa.eu/homepage.html?locale=sk>
- Online dictionary Linguee: <https://www.linguee.com/>

Syllabus:

Language whose command is required to complete the course:

Slovak, English

Notes:

Assessment of courses

Total number of evaluated students: 575

A	B	C	D	E	FX
56.0	27.65	13.04	1.22	1.39	0.7

Lecturer: Mgr. Jozef Štefčík, PhD., PaedDr. Eva Stradiotová, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KJaT FAJ/JJC21757M/22	Title of course: Translation of specialized texts in French
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 4 Per course: 52 Method of study: present	
Number of credits: 5	
Recommended semester/trimester of study: 2.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 130 hours. Of which: 52 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Knowledge: - understanding, acquiring, and mastering extended methodological principles of translation from English into Slovak and vice versa and implementing them in practice. Competence: - acquiring a vast knowledge of working with the source and target language through text analysis and transforming the source into the target language with its structure and lexicon. - building on translations' basic knowledge and methodology of translation, acquired at the bachelor's degree with a focus on translation from Slovak into English and vice versa. Skills: - the ability to properly analyze the original and correctly translate it into the target text at an adequate linguistic and stylistic level.	
Indicative content: - Superstructure principles of translation from Slovak into French and vice versa - Translation techniques from Slovak to French and from French to Slovak - Analysis of the original - Transformation of the author's ideas into the target text - Types of translations - Analysis and translation of more complex institutional, legal and economic texts	
Support literature: Required:	

1. HASONOVÁ, Johana a kol. Odborný preklad 2. Bratislava: AnaPress, 2006. ISBN 80-89137-24-5.
2. LEMAIRE, Claire. Traductologie et traduction outillée: du traducteur spécialisé professionnel à l'expert métier en entreprise. Grenoble: Université Grenoble Alpes, 2017.
3. ROMÁN, Verónica. Être traducteur économique et financier aujourd'hui: défis et avantages. In: Open Edition Journals. 227, 2012. [on line]. Dostupné na internete: <http://journals.openedition.org/traduire/481>

Optional:

1. DOPJEROVÁ-DANTHINE, Mária. Francúzske idiómy pod lupou. Bratislava: Remedium, 2006. 331 s. ISBN 80-89230-10-5.
2. KIDLESOVÁ, Zora - PRIESOLOVÁ, Jana. Le français dans l'économie. Francouzština v hospodářství. Praha: Ekopress, 2007. 310 s. ISBN 978-80-86929-08-8.
3. Current magazine articles on translation in French and Slovak
4. Internet dictionaries
5. General, economic and legal interpretive and translation dictionaries

Syllabus:

Language whose command is required to complete the course:

Slovak, French

Notes:

Assessment of courses

Total number of evaluated students: 58

A	B	C	D	E	FX
72.41	17.24	8.62	1.72	0.0	0.0

Lecturer: PhDr. Iveta Rizeková, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.

DESCRIPTION OF COURSE

University: University of Economics in Bratislava	
Faculty: Faculty of Applied Languages	
Course code: KIK FAJ/JJB21751M/22	Title of course: Visual Culture of French speaking countries
Type, load and method of teaching activities: Form of course: Practical Recommended load of course (number of lessons): Per week: 2 Per course: 26 Method of study: present	
Number of credits: 4	
Recommended semester/trimester of study: 2., 4.	
Degree of study: II.	
Prerequisites:	
Requirements to complete the course: Interim evaluation: 40% Final evaluation: 60%	
Student workload: Full-time study: 104 hours. Of which: 26 hours – attendance at seminars 30 hours – preparation for seminars and for the interim evaluation 48 hours – preparation for the final exam	
Teaching results: Knowledge: <ul style="list-style-type: none">• To provide an introduction to the visual culture to the students and to acquaint them with the analysis and interpretation of multimodal texts of various media within the French speaking countries. Upon completion of this course, the students will be able to: understand and use critical vocabulary for visual literacy; describe, discuss and analyze different visual forms and media from different cultural and historical perspectives; assess and summarize arguments in critical texts, apply the understanding of social, political, aesthetic and economic context to the interpretation of works of art; use analytical thinking, critical vocabulary and creative observation on projects; formulate, support and develop new arguments in oral, visual and written forms and find connections between cultural products and historical events, and relevant literary movements. Competencies: <ul style="list-style-type: none">• development of critical thinking and reasoning;• development of digital competence, in particular, fostering media and information competences;• development of competences for a democratic culture and intercultural dialogue, i.e. projection of acquired knowledge, skills and abilities to promote a society based on the values of freedom, justice, equality and pluralism. Skills: <ul style="list-style-type: none">• fluent, coherent and appropriate oral and written expression in French language;• capacity for academic debate on the different topics addressed in class;• ability in interpersonal relations and teamwork;• application of theoretical knowledge to practice;	

- critical thinking and critical skills to analyse, evaluate and make judgements on the content of multimodal texts of the French speaking countries;
- situating the texts analysed within the historical context in which they have been produced in order to assist in making evaluative judgments about them;
- identifying and interpreting the meaning(s) of textual element, possibly by comparing and relating those elements to what is already known and identifying similarities and differences;
- to deepen the meaning of the texts analysed, including the underlying motives, intentions and agendas of those who produced or created them.

Indicative content:

- Introduction to visual culture
- Painting
- Photography
- Cinematography
- Contemporary art
- Visual adaptation of literary texts

Support literature:

Required:

1. CADET, Christiane – CHARLES, René – GALUS, Jean-Luc. La communication par l'image. Paris: Nathan, 2013. 159 pp. ISBN 978-2-0916-2831-8.
2. CASSETTI, Francesco – SOMAINI, Antonio (éds.). La haute et la basse définition des images. Photographie, cinéma, art contemporain, culture visuelle. Sesto S. Giovanni: Mimésis, 2021. 363 pp. ISBN 978-88-6976-251-2.
3. JOLY, Martine – MARTIN, Jessie. Introduction à l'analyse de l'image. 4e édition. Paris: Armand Colin, 2021. 172 pp. ISBN 978-2-200-62999-1.
4. SEMPRINI, Andrea. Communiquer par l'image. Trois essais de culture visuelle. Limoges: PU de Limoges, 2016. 238 pp. ISBN 978-2-84287-695-1.
5. VANOYE, Francis. L'adaptation littéraire au cinéma. Paris: Armand Colin, 2019. 192 pp. ISBN 978-2-200-62555-9.

Optional:

1. BANDA, Daniel – MOURE, José (éds.). Le cinéma : naissance d'un art (1895-1920). Paris: Flammarion, 2008. 532 pp. ISBN 978-2-08-121011-0.
2. BARNIER, Martin – JULIER, Laurent. Une brève histoire du cinéma. 1895-2020. Paris: Hachette Pluriel, 2021. 469 pp. ISBN 978-2-8185-0624-0.
3. CASTRO, Teresa. La pensée cartographique des images. Cinéma et culture visuelle. Lyon: Aléas, 2011. 260 pp. ISBN 978-2-84301-297-6.
4. CLERC, Jeanne-Marie – CARCAUD-MACAIRE, Monique. L'adaptation cinématographique et littéraire. Paris: Klincksieck, 2004. 214 pp. ISBN 978-2-2520-3453-8.
5. DELMAS, Laurent (éd.). Cinéma. La grande histoire du 7e art. Paris: Larousse, 2020. 384 pp. ISBN 978-2-03-599062-4.
6. DUTEL, Jérôme (éd.). Adaptation littéraire et courts métrages d'animation. Au milieu de l'image coulent les textes. Paris: L'Harmattan, 2020. 256 pp. ISBN 978-2-3431-9756-2.
7. GRAHAM-DIXON, Andrew. Art. Histoire de l'art en images. Paris: Flammarion, 2021. 612 pp. ISBN 978-2-08-025786-4.
8. LEMOINE, Serge (éd.) L'art moderne et contemporain. Peinture, sculpture, photographie, graphisme, nouveaux médias. Paris: Larousse, 2018. 312 pp. ISBN 978-2-03-595478-7.

Syllabus:

Language whose command is required to complete the course:

French

Notes:**Assessment of courses**

Total number of evaluated students: 10

A	B	C	D	E	FX
80.0	20.0	0.0	0.0	0.0	0.0

Lecturer: Mgr. Andrea Tureková, PhD., Prof. Dr. Vasile Spiridon, PaedDr. Eva Stradiotová, PhD., Mgr. María Carmen Sánchez Vizcaíno, PhD.

Date of the latest change: 18.01.2022

Approved by: Person responsible for the delivery, development and quality of the study programme prof. Elena Markova, DrSc., Person responsible for the delivery, development and quality of the study programme doc. PhDr. Radoslav Štefančík, MPol., Ph.D., Person responsible for the delivery, development and quality of the study programme PaedDr. Eva Stradiotová, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Mária Spišiaková, PhD., Person responsible for the delivery, development and quality of the study programme doc. Mgr. Ing. Katarína Seresová, PhD.