

COURSE DESCRIPTION

FIELD OF STUDY
PHILOSOPHY

MASTER STUDY PROGRAM
ETHICS OF PUBLIC RELATIONS AND BUSINESS PROTOCOL

Compulsory courses

KSV/PKG/18	Postmodern Culture and Globalization
KSV/FET/10	Contemporary Philosophical and Ethical Directions and Theories
KSV/EPR/10	Ethics of public relations
KSV/KET/18	Contradictory Ethical Trends
KSV/SPV/18	Social and Personal Education
KSV/SE/10	Social Etiquette
KSV/ZD/18	Fundamentals of Diplomacy
KSV/OPR/18	Areas of Law SR
KSV/AX/20	Axiology
KSV/EOP/18	Ethics and Etiquette in Business Protocol
KSV/SF/10	Social Philosophy
KSV/EKP/19	Ethical Research and Counseling
KSV/AS/10	Applied Sociology
KSV/TK/10	Theory of Communication
KSV/AP/19	Applied Psychology
KSV/DIPS/13	Diploma Seminar
KSV/ODP/11	Pre-service Practice
KSV/ETFE/19	Theory of Philosophy and Ethics (final state exam subject)
KSV/ODIP/19	Ethics of Public Relations and Business Protocol (final state exam subject)
KSV/DIP/19	Diploma Thesis

Elective compulsory courses

KSV/SEPR/20	Seminar on Ethics of Public Relations
KSV/SSP/10	Seminar on Social Etiquette
KSV/SAX/10	Seminar on Axiology
COJP/OTAJ/10	Professional Terminology in a Foreign Language/English Language
COJP/OTNJ/10	Professional Terminology in a Foreign Language/German Language
COJP/OTRJ/10	Professional Terminology in a Foreign Language/ Russian Language
COJP/EDAJ/10	Etiquette and Diplomacy in a Foreign Language /English Language
COJP/EDNJ/10	Etiquette and Diplomacy in a Foreign Language /German Language
COJP/EDRJ/10	Etiquette and Diplomacy in a Foreign Language /Russian Language
COJP/ERAJ/19	Ethics of Advertising/English Language
COJP/ERNJ/19	Ethics of Advertising/German Language
COJP/ERRJ/19	Ethics of Advertising/Russian Language

Course description - Postmodern Culture and Globalization

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/PKG/18	Course title: Postmodern Culture and Globalization (compulsory course, profile course)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 6	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational result of the teaching subject is to provide students with knowledge of the philosophical, ethical and cultural trends that have influenced the general postmodern culture of society, taking into account the process of globalization, which is a strong determinant of the change in civilizational behavior and the transformation of traditional cultural modes of action.</p> <p>Acquired knowledge: Possesses extensive knowledge of the philosophical, ethical and cultural trends that have influenced the general postmodern culture of society, taking into account the process of globalization, which is a strong determinant of the change in civilizational behavior and the transformation of traditional cultural modes of action. He knows the whole dimension of the postmodern situation in the context of the destruction of metanarratives and the relativization of intercultural differences, including the knowledge of various ways of intercultural communication.</p> <p>Acquired skills: Skills include discerning discourse in different areas. He navigates the broad basis of postmodern art. He will acquire the skill of analyzing and controlling the effects of communication media in the close relationship of the postmodern era. He controls the connection between postmodern literature, art and philosophy, and the media space. He can substantiate and characterize the essence of postmodernism and engage in polemics with its opponents and supporters.</p> <p>Acquired Acquired competences:</p>	

This will strengthen the competence of tolerance for the perception of different opinions and aesthetic standards. He will acquire competencies to assess the impact of globalization on society.

Course content:

Category of culture - its historical and theoretical differences.
Critical indications of the new culture of the 20th century.
Existentialism.
Theater of absurdity.
The importance of fine art and architecture.
Conditions and causes of the emergence of postmodernism: cultural, artistic, social, demographic.
Postmodern culture, the advent of technology and audiovisual and electronic media.
Postmodern philosophy and aesthetics.
Postmodern literature.
Criticism of postmodernism.
Globalization and its philosophical, cultural and ethical influences.
The positive and negative effects of globalization on individual companies and on humanity as a whole.

Recommended literature:

ANZEBACHER, A.: Úvod do etiky. Praha :Academia, 1994.
WELSCH, W.: Naše postmoderní moderna. Praha : 1996
PETŘÍČEK, M.: Úvod do současné filosofie. Praha : 1991
CSONTOS, L.: Úvod do filozofie kultúry. Bratislava : Aloisianum, 1996
MISTRÍK, E.: Kultúrna globalizácia Európy a súčasná civilizačno-kultúrna situácia na Slovensku. In: Demokracie a Evropa v době globalizace. Ed. M. Goňcová. Brno: MU, 2003. ISBN 80-210-3301-0
SLOMSKI, W.: Dekonstrukcjonizm. Poststrukturalizm. Pułtusk: Akademia Humanistyczna im. Aleksandra Gieysztor, 2019. – 154 s. ISBN 978-83-7549-227-9
WAWRZONKIEWICZ-SŁOMSKA A., CHOLEWA E.: Oddziaływanie mediów na dzieci i młodzież. In: Problemy Współczesnej Pedagogiki, 2017 | 3 | 1 | s. 25-35

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 180 hours.
Combined education: 40 hours
Preparation and presentation of the semester work (thesis): 50 hours
Analysis of learning portals and applications: 30 hours.
Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 188

A	B	C	D	E	FX
36,7 %	23,4 %	17,55 %	11,17 %	11,17 %	0 %

Lecturers: doc. dr. mgr Remigiusz Rzyziński; PhDr. ThDr. Marián Bednár, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Wojtech Slomski, PhD.

Course description - Contemporary Philosophical and Ethical Directions and Theories

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/FET/10	Course title: Contemporary Philosophical and Ethical Directions and Theories (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 6	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational outcome is to acquaint students with various philosophical and ethical conceptions of man, which will provide a comprehensive view of man, his thinking, actions and activities. The course is intended to give the student the ability to analyze the issues of philosophical and ethical directions and theories in the current era with the possibility of linking these ideas to the application in the practice of public relations and protocol in business relations.	
Acquired knowledge: The student acquires knowledge in the field of great figure philosophy of the 20th century from the field of analytical philosophy, phenomenology, as well as other philosophical directions . The student acquires extended knowledge, where he must build on the acquired knowledge either at the 1st level of education or in secondary school.	
Acquired skills: The student will acquire skills that will allow him to easily navigate the subtle differences between the directions of the 20th century. Can according to the main features for identifying the philosophical orientation to which a particular representative belongs to philosophy of the 20th century. He will acquire the skill to understand even more complex philosophical texts, representatives of the 20th century. Skills include orientation to important philosophical works of the 20th century, the ability to compare the approaches of individual philosophical directions of the twentieth century on certain issues, to identify a philosophically relevant idea from the philosophy of the 20th century with a certain	

philosophical direction.

Acquired Acquired competences:

Skill with understanding, conduct a dialogue with other philosophical and ethical opinions and present ethical-philosophical arguments. Ability to work with and use the philosophical and ethical arguments of today in discussion.

Course content:

Introduction to the characteristics of the dominant philosophical and ethical currents of the 20th century. The most important representatives of philosophical and ethical theories.

Philosophical starting points for the formation of individual ethical theories.

Different trends in ethics of the 20th century in terms of their importance for the further development of ethical theory and applied ethics.

Significant ethical theories I: Deontological ethics. Ethics of utilitarianism.

Significant ethical theories. II: Ethics of human rights. Virtue ethics. Ethics of discourse.

Significant ethical theories. III: Ethics of responsibility. Ethics of justice.

Recommended literature:

AMBROZY, M.: Vybrané otázky periodizácie v diele L. Wittgensteina. In: Disputationes quodlibetales (XXI): dôstojnosť človeka – tradícia a súčasnosť. Prešov: Prešovská univerzita v Prešove. Gréckokatolícka teologická fakulta, 2018. ISBN 978-80-555-2156-5, s. 58-83

AMBROZY, M., KRÁLIK, R., ROUBALOVÁ, M.: Stages of Wittgenstein's philosophy of mathematics. In: European Journal of Science and Theology. Roč. 14, č. 5 (2018). ISSN 1841-0464. s. 49-60

AMBROZY, M., KRÁLIK, R., POYNER, J.: The issue of periodization in Wittgenstein's philosophy of religion. In: European Journal of Science and Theology, Roč. 14, č. 1 (2018). ISSN 1841-0464. s. 115-124

KRÁLIK, R., AMBROZY, M.: Heidegger and Carnap Inconsumerable Interactions. In: SWS 2019 International Scientific Conference on Arts and Humanities (History, philosophy, archaeology, history of art, performing & visual arts, architecture & design, literature & poetry, language & linguistics : Arts and humanities) Roč. 6, č. 1. – Sofia: STEF92 Technology, 2019. ISBN 978-619-7408-90-4. ISSN 2682-9940, s. 101-106

AMBROZY, M.: Úvod do filozofie 20. Storočia. Prešov : Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2017. ISBN 978-80-89372-74-4

AMBROZY, M.: Heidegger's view and approach to science and its similarities and differences before and after the "turn". In: Philosophia: International journal of philosophy. Quezon City: Philippine National Philosophical Research Society. ISSN 2244-1875. Roč. 22, č. 2 (2021), s. 147-167.

KLIMEKOVÁ, A. - Sičák, A. : Filozofia, etika, etická výchova, dejiny etiky. Trian, Prešov, 2002.

KLIMEKOVÁ, A. : Etika a etická výchova v kontextoch človeka. Prešov, 2000.

FOBEL, P.: Aplikovaná etika. Martin: Filozofické perspektívy, 2003.

FOBELOVÁ, D.: Všeobecná a aplikované etiky časť I. Všeobecná etika. Banská Bystrica: FHV UMB, 2002.

GRENZ, S. J.: Úvod do postmodernizmu. Praha: Návrat domů, 1997.

WELSCH, W.: Naše postmoderní moderna. Praha: Zvon 1994 .

SŁOMSKI, W.: Dekonstrukcjonizm. Poststrukturalizm. Pułtusk: Akademia Humanistyczna im. Aleksandra Gieysztora, 2019. – 154 s. ISBN 978-83-7549-227-9

WAWRZONKIEWICZ-SŁOMSKA, A.: Życie jako problem filozoficzny w ujęciu profesora Jana Legowicza. In: SPOŁECZEŃSTWO I EDUKACJA Międzynarodowe Studia Humanistyczne

Nr 1/2010. s. 45-78

WAWRZONKIEWICZ-SŁOMSKA, A.: Michael Foucault - power as subordination. In:

Filozofia bliższa życiu: W 50. Urodziny Profesora Wojciecha Ślomskiego. Pułtusk: Akademia Humanistyczna im. Aleksandra Gieysztor, 2019. ISBN 978-83-7549-294-1, s. 331-334.
Ryziński, R.: Foucault w Warszawie. Warszawa: Dowody na Istnienie, 2017. 219 s. ISBN 978-83-94725-42-6.

ALEXY, J.; AMBROZY, M.; LOKAJIČEK, M. V.: Precision and causality in economics, In: Economic Annals XXI. 163 (1), pp. 4 – 9

WAWRZONKIEWICZ-SŁOMSKA, A.: Człowiek i jego godność w nauce Jana Pawła II w refleksji filozoficznej Henryka Pilusia; In: Społeczeństwo i Edukacja. Międzynarodowe Studia Humanistyczne, 2011, vol. 2, s. 81 – 93

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 180 hours.

Combined education: 40 hours

Preparation and presentation of the semester work (thesis): 50 hours

Analysis of learning portals and applications: 30 hours.

Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 186

A	B	C	D	E	FX
43,01 %	21,51 %	18,82 %	7,53 %	9,14 %	0 %

Lecturers: doc. PhDr. M. Ambrozy, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Wojtech Slomski, PhD.

Course description - Ethics of public relations

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/EPR/10	Course title: Ethics of public relations (compulsory course, profile course)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 6	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is the familiarization of students with the basic standards and principles applicable to the field of relations with the public and the media. Students will acquire skills in the implementation of ethics in various forms of liaison and media practice and in solving ethical dilemmas that they will encounter in their professional activities.</p> <p>Acquired knowledge: Knows the main standards and principles applicable in the field of public relations and the media. He has extensive knowledge of the differences between external and internal PR, the history and nature of PR, and the underlying realities of PR and media relations. Acquires knowledge of procedures such as the Noël-Neumann Spiral of Silence and agenda setting. (insert on information sheet).</p> <p>Acquired skills: Can apply the acquired knowledge to work as an expert in public relations, including media relations. He will acquire the skill of conducting communication as anti-crisis management.</p> <p>Acquired competences: Manages technologies for communicating information to the public, knows how to use information cleared of distortions and has competencies in building the reputation of the organization and analyzing the results of work with the population. Can develop a communication project.</p>	
<p>Course content: Basic starting points. Public relations - communication management.</p>	

Image, reputation - the result of working with the public.
 Public, audience - target groups of public relations.
 Ethics and law - social conditions of relations with the public.
 Public relations through the media.
 Internet and electronic communication in public relations.
 Public relations as crisis management.
 Press information, press conference, press center.
 Radio and TV output.
 Mass media relations feedback.
 Communication project.

Recommended literature:

PHILLIPS, D.: Online public relations. Praha : Grada Publishing 2003. 216 s.
 NEMEC, P., LITTOVÁ, J.: Komunikace korporací. Praha : VŠE 1999. 172 s.
 ŽÁRY, I.: Public Relations. Bratislava : UK 1996. 116 strán.
 LESLY, P.: Public Relations. Praha : Victoria Publisching, 1995. 280 s.
 ŽÁRY, I.: Public relations. Virtuálna kniha - http://www.zary.sk/virtualna_kniha.html
 SLOMSKI, W.: Dylematy etyczne w swiecie biznesu. Warszawa: Instytut Studiów Międzynarodowych i Edukacji Humanum w Warszawie, 2018. 237 s. ISBN 978-83-932603-1-7
 RYZIŃSKI, R.: Unnecessary and pointless introduction of a corporate aspiration code of ethics in some cases. In: SCIENTIFIC BULLETIN of Odessa National Economic University Collection of Scientific Works № 11-12 (288-289), 2021
 RYZIŃSKI, R., HALČIŠÁKOVÁ, N.: Ethics' view of the dispute over the roots of economic crises, In: Prosoyon 34 (1), 2021, s. 15 – 26

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 180 hours.
 Combined education: 40 hours
 Preparation and presentation of the semester work (thesis): 50 hours
 Analysis of learning portals and applications: 30 hours.
 Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 191

A	B	C	D	E	FX
43,98 %	19,9 %	16,23 %	7,33 %	11,52 %	1,05 %

Lecturers: prof. PhDr. Vojtech Slomski, PhD.; PhDr. Ing. Eva Hvizdová, Ph.D., MBA

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description - Contradictory Ethical Trends

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/KET/18	Course title: Contradictory Ethical Trends (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational result is to familiarize students with the current basic ethical views on many controversial opinions and actions that currently resonate or are being implemented and directly or indirectly affect the values of modern society.</p> <p>Acquired knowledge: The student acquires knowledge about a wide range of views on various ethical issues. The student acquires knowledge about ambiguously solved ethical problems.</p> <p>Acquired skills: The student is orientated in different ethical systems with different values. The student will acquire the skill of perceiving different shades of value within ethical categories.</p> <p>Acquired competences: The student will strengthen their abstract thinking skills. The student will strengthen their ethical and evaluative competencies.</p>	
<p>Course content: Human dignity. Basic human rights. Restriction of freedom and rights in the interest of security. Value relativism. Deification of law. Abortion. Euthanasia. Research on human embryos, cloning and genetic modification. Drugs and their legalization.</p>	

The family and its importance in society.
Registered partnerships.
Controversial ethical topics in business.

Recommended literature:

MATLARY, H. J.: Ľudské práva ohrozené mocou a relativizmom. Prešov : Vydavateľstvo Michala Vaška, 2007. 221 s. ISBN 978-80-7165-648-7.
SLIPKO, T.: Hranice života: Dilemy súčasnej bioetiky. Bratislava: Dobrá kniha, 1998. ISBN 80-7141-185-X
ŠIPR, K.: Ľudská dôstojnosť a genetické inžinýrství. In: Scripta Bioethica, roč. 3, č. 2- 3.
MOŽNÝ, I.: Rodina a spoločnosť. Praha : SLON, 2008. 312 s. ISBN 80-86429-58-X.
PRIBULA, M. (ed.): Podnikanie. Inovácie. Spoločnosť. No 2. Prešov : VSMP ISM Slovakia v Prešove, 2009. 527 s. ISBN 798-80-89372-16-4.
PETRO, M. a kol.: Vplyv médií na sociálne a kultúrne hodnoty súčasnosti I. Prešov : GTF PU v Prešove, 2010, 132 s. ISBN 978-80-55502-89-2. (29%)
STOROŠKA, M. (2018) The Book of Genesis as Foundation for the European Civilization's Concept of Social Help. In. EUROPEAN JOURNAL OF SCIENCE AND THEOLOGY. Volume: 14, Issue: 1, Pages: 61-74. Published: FEB 2018.
STOROŠKA, M.: Filozoficko – teologický pohľad na dôstojnosť človeka a ľudské práva ako garancie bezpečnosti občanov. In: Securitologia. Wysoka : European Association for Security, 2008, č. 7, s. 166-178. ISSN 1898-4509.
STOROŠKA, M.: Ľudská dôstojnosť v médiách a jej vplyv na sociálny rozmer človeka. In. Katechetika – historie - teologie. Ostrava : PF OU, 2008, s. 142-157. ISBN 978-80-7368-537-9.
STOROŠKA, M. (2018) The Book of Exodus as one of the Pillars of the European Civilization's Concept of Social Help. In. 5th International multidisciplinary scientific conference on social sciences & arts SGEM 2018. Conference proceedings. Volume 5. Science and Art. Issue 6.2. pp. 427-434. 26.08. – 01.09. 2018 Albena, Bulgaria. ISBN 978-619-7408-61-4.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 120 hours.
Combined education: 20 hours
Preparation and presentation of the semester work (thesis): 25 hours
Analysis of learning portals and applications: 15 hours.
Self-study: 60 hours.

Course evaluation:

Total number of evaluated students: 183

A	B	C	D	E	FX
42,62 %	27,87 %	17,49 %	6,01 %	5,46 %	0,55 %

Lecturers: doc. PaedDr. ThDr. Marek Storoška, PhD.; PhDr. ThDr. Marián Bednár, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description - Social and Personal Education

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SPV/18	Course title: Social and Personal Education (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The evaluation is based on the successful completion of the written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: written exam (100%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational output is to provide students with key information necessary for a better understanding of interpersonal relationships and at the same time to contribute to the elimination of inadequate communication and relationship patterns.	
Acquired knowledge: The student has knowledge of emotional intelligence, knows the sources of interpersonal conflicts as well as the principles and strategies of their resolution, has knowledge of the issue of truth and lies, phenomena associated with manipulation, the inner world of a person and the issue of power and help. He knows the issues associated with burnout syndrome.	
Acquired skills: The student is able to see the individual components associated with emotional intelligence, has skill in finding the sources of interpersonal conflicts and is able to solve them or help to solve them. He is able to detect lies and manipulation of the truth. He has the skill to name prejudices and determine the limits of power in relation to others. It is able to prevent the occurrence of burnout syndrome.	
Acquired competences: He is competent in solving interpersonal conflicts, he has the competence to detect manipulation in human relationships, he will strengthen his empathy and the ability to prevent burnout.	
Course content: H Introduction to the subject Emotional intelligence (self-awareness, self-confidence, self-control) Emotional intelligence (motivation, empathy, social competence) Interpersonal conflicts (sources of interpersonal conflicts, development of conflicts) Strategies for solving interpersonal conflicts	

The issue of truth and lies in interpersonal relationships (definition of lies, hierarchy of lies)
 Issues of truth and lies in interpersonal relationships (philosophical and logical problems with truth, detection of lies)
 The phenomenon of manipulation (traits of manipulators, signs of manipulation, defense strategies)
 The inner world of the other person (the nature of the inner world, prejudices versus interest)
 The inner world of the other person (understanding versus evaluation)
 Boundaries of power and help (types of power, power in a helping relationship, boundaries in relation to clients)
 Burnout syndrome (symptoms, stages, prevention)

Recommended literature:

MATLARY, H. J.: Ľudské práva ohrozené mocou a relativizmom. Prešov : Vydavateľstvo Michala Vaška, 2007. 221 s. ISBN 978-80-7165-648-7.
 STOROŠKA, M.: Krízová intervencia v kontexte emócií klienta (kap. 4) In. Kol. autorov. Súčasné pohľady na sociálne poradenstvo. Chelm: PWSZ v Chelme, 2011. 264 s. ISBN 978-83-61149-37-8
 STOROŠKA, M.: Filozoficko – teologický pohľad na dôstojnosť človeka a ľudské práva ako garancie bezpečnosti občanov. In: Securitologia. Wysoka : European Association for Security, 2008, č. 7, s. 166-178. ISSN 1898-4509.
 STOROŠKA, M.: Ethics aspects of communication in crisis situation. [Etické aspekty komunikácie v krízových situáciách] In : Orbis communicationis socialis 2009. Lublin : Norbertinum, 2009, s. 21 – 30. ISSN 1895-4979.
 STOROŠKA, M.: Definovanie pojmu kríza ako predpokladu úspešnej krízovej intervencie nielen pre oblasť sociálnych služieb poradenstva. In: LACHYTOVÁ, L. (Ed.). Multilaterálne aspekty života spoločnosti No 5. VŠMP ISM Slovakia, 2011, s. 39-48. ISBN 978-80-89372-47-8.
 STOROŠKA, M.: Niektoré krízové situácie a ich zvládanie. In: Média – náboženstvo – edukácia. Prešov : PRO COMMUNIO o. z., 2007, s. 61-76. ISBN 978-80-89298-01-3.
 STOROŠKA, M.: Sociálne – etické aspekty edukácie pomáhajúcich profesií. In: Multilaterálne aspekty života spoločnosti. VSMP ISM Slovakia, 2008, s. 54-81. ISBN 978-80-89372-05-8.
 MICHANČOVÁ, S. (2009). Vybrané kapitoly z personálnej a sociálnej výchovy. Prešov : Prešovská univerzita v Prešove.
 BOROŠ, J. (1995) Motivácia a emocionalita človeka. Bratislava : Komprint, s.r.o.
 GOLEMAN, D. (1997) Emoční inteligence. Praha : Columbus.
 KOPŘIVA, K. (2000) Lidský vztah jako součást profese. Praha : Portál, 2000.
 NAZARE-AGA, I. (1999) Nenechte sebou manipulovat. Praha: Portal.
 VYBÍRAL, Z. (2003) Lži, polopravdy a pravda v lidské komunikaci. Praha : Portál.
 ŽIAKOVÁ, E. (2005) Psychosociálne aspekty sociálnej práce. Prešov : Akcent Print.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 120 hours.
 Combined education: 30 hours
 Analysis of learning portals and applications: 20 hours.
 Self-study: 70 hours.

Course evaluation:

Total number of evaluated students: 37

A	B	C	D	E	FX
45,95 %	29,73 %	16,22 %	0,0 %	8,11 %	0,0 %

Lecturers: doc. PaedDr. ThDr. Marek Storoška, PhD.
Date of last change: 01.08.2022
Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SE/10	Course title: Social Etiquette (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 6	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: Based on aesthetic-ethical and cultural knowledge, the educational outcome is the acquisition of standards of social behavior in society, at the workplace and in the organization. Another output is preparation for negotiations in different cultures, as well as pointing out their importance in professional socialization and enculturation.</p> <p>Acquired knowledge: The student views etiquette as a current and necessary requirement for social, personal and professional success. He will be introduced to the basic principles of proper social behavior with an emphasis on empathy, communication, presentation and rhetoric. Gain knowledge of the basic rules of social behavior in everyday situations, while traveling, dining, dressing, social events and diplomatic protocol.</p> <p>Acquired skills: Upon graduation, the student will distinguish between appropriate and adequate social behavior and behave respectfully in accordance with certain social norms. Able to navigate without problems in social relations, social superiority, gains confidence and spontaneity in various social situations. He is able to consciously limit his own individualism and egoism and voluntarily obey the existing norms and rules of social life.</p> <p>Acquired competences: Learner-acquired competencies include empathy, self-control, social and communication skills.</p>	
Course content: Introduction to the issue of social etiquette.	

<p>Etiquette as a system. Cultural-aesthetic-ethical behavior. The relationship between ethics and aesthetics. Creating a first impression in a personal environment. Creating the first impression in the work environment. Rules for establishing social contacts. Principle of precedence. Greeting, introducing, addressing. Work environment - superior and subordinate relationship. Rules of telephone and Internet communication. Social behavior and negotiation in different cultures.</p>												
<p>Recommended literature: ŠPAČEK, L.: Nová velká kniha etikety. Praha: Mladá Fronta, 2018. 268 s. ISBN 978-80-204-1954-5 ŠPAČEK, L.: Etiketa – moderní etiketa pro každého. Praha: Mladá Fronta, 2017. 384 s. ISBN 978-80-2044-577-3 ŠPAČEK, L.: Etiketa stolování. Praha: Universum, 2021. 360 s. ISBN 978-80-242-7617-5 ŠMÍD, D.: Etiketa domácí. Brno: Backstage Books, 2021. 280 s. ISBN 978-80-7665-199-9 BÓDIS, A.: Etiketa pre mladých. Bratislava: Trio Publishing, 2019. 144 s. ISBN 978-80-8170-060-6 WELLNITZOVÁ, A.: Medzinárodný spoločenský sprievodca. Bratislava: NOXI, 2007. 192 s. ISBN 978-80-89179-55-8 VÁŠÁRYOVÁ, M.: Diskrétní průvodce ... co možná nevíte o společenském chování. Praha: Pragma, 1999. 126 s. ISBN 80-7205-610-7</p>												
<p>Language which is necessary to complete the course: Slovak language</p>												
<p>Notes: Student workload: 180 hours. Combined education: 40 hours Preparation and presentation of the semester work (thesis): 50 hours Analysis of learning portals and applications: 30 hours. Self-study: 60 hours</p>												
<p>Course evaluation: Total number of evaluated students: 197</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>46,19 %</td> <td>22,84 %</td> <td>13,71 %</td> <td>7,61 %</td> <td>9,64 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	46,19 %	22,84 %	13,71 %	7,61 %	9,64 %	0 %
A	B	C	D	E	FX							
46,19 %	22,84 %	13,71 %	7,61 %	9,64 %	0 %							
<p>Lecturers: doc. PhDr. M. Ambrozy, PhD.;Mgr. Veronika Fitzeková</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Fundamentals of Diplomacy

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/ZD/18	Course title: Fundamentals of Diplomacy (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 6	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The goal of the learning is to familiarize students with the basic concepts of diplomacy (international legal, economic, military, public, cultural, bilateral, multilateral diplomacy, means and goals of diplomacy) and the principles of the functioning of diplomacy, as well as with the rules of diplomatic relations, diplomatic protocol and international relations.</p> <p>Acquired knowledge: The student acquires knowledge in the field of basic norms of international public law, which is the basis of diplomacy. He will get a basic understanding of the system of international relations and understand the main processes taking place in them.</p> <p>Acquired skills: The student will acquire skills that will enable him to determine the context of international relations and apply the rules of diplomatic protocol.</p> <p>Acquired competences: The student acquires analytical skills in international relations (within the framework of diplomatic relations, diplomatic protocol) and strengthens his ability to perceive heterogeneous interests in international relations.</p>	
<p>Course content: Diplomacy and MPV - sources, signs of the state. State borders, the territory of the state and its changes. Goals of diplomacy, types of diplomacy. Means of diplomacy (human potential, technology). Negotiations and their results.</p>	

<p>Management of diplomatic relations. Representative offices. Top state visits. Vienna Convention on Diplomatic Relations. Military conflicts and diplomacy. International organizations. Foreign terms used in diplomacy.</p>												
<p>Recommended literature: BYSTRICKÝ, Ľ.: Základy diplomacie. Bratislava: Vydavateľstvo Michala Vaška, 2006 VRŠANSKÝ, P.: Základy diplomatickej komunikácie. Bratislava: IURA EDITION, 2004. FELTHAM, G., R.: Příručka diplomata. Praha, Sociologické nakladatelství. 2003. ROB, F.: Spoločenský styk a základy protokolárnej praxe. Praha, 2000. BALUŠEK, M.: Umenie diplomacie. Bratislava, 1996. Vyhláška ministra zahraničných vecí č. 157/1964 Zb. o Viedenskom dohovore o diplomatických stykoch-https://www.slov-lex.sk/pravne-predpisy/SK/ZZ/1964/157/</p>												
<p>Language which is necessary to complete the course: Slovak language</p>												
<p>Notes: Student workload: 180 hours. Combined education: 40 hours Preparation and presentation of the semester work (thesis): 50 hours Analysis of learning portals and applications: 30 hours. Self-study: 60 hours</p>												
<p>Course evaluation: Total number of evaluated students: 197</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>26,18 %</td> <td>20,94 %</td> <td>26,7 %</td> <td>12,04 %</td> <td>13,09 %</td> <td>1,05 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	26,18 %	20,94 %	26,7 %	12,04 %	13,09 %	1,05 %
A	B	C	D	E	FX							
26,18 %	20,94 %	26,7 %	12,04 %	13,09 %	1,05 %							
<p>Lecturers: PhDr. ThDr. Ing. J. Polačko, PhD., MBA; JUDr. D. Čurila, Ph.D.</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/OPR/18	Course title: Areas of Law SR (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 6	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. The evaluation is based on the successful completion of the written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: written exam (100%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The aim of the study is to familiarize students with the main legal branches of the Slovak Republic, primarily with the main substantive and procedural codes, important provisions of public and private law. Acquired knowledge: The student will acquire knowledge in the main legal branches of the Slovak legal order. He will get a basic overview of the Slovak labor system and will understand the basic principles of functioning of the individual legal branches. Acquired skills: The student will acquire skills to identify links between individual branches of law and specific legal institutions. Acquired competences: The student will acquire analytical skills in differentiating simple legal problems and assigning them to a particular branch of law. At the same time, he will acquire the ability to set legal regulation, in which he will be able to find a solution to a simple legal problem.	
Course content: Law as a normative system and social science. Basic concepts of the theory of law. Creation of law. Sources of law. Interpretation and application of the law. Legal relations. Legal liability. Law supremacy. Law enforcement agencies. Constitutional law. international law. Administrative law. Financial right. Criminal law.	

Entrepreneurial Law.
Civil law.
Labor Code.

Recommended literature:

ČURILA, D. Právne odvetvia slovenského práva, vysokoškolská e-učebnica, VŠMP ISM Slovakia v Prešove, Prešov 2022.
ČURILA, D. Rovnosť a zásluhovosť v práve, VŠMP ISM Slovakia v Prešove, Prešov 2020.
BROSTL, A. a kol. Teória práva. UPJŠ, Košice, 2002.
OTTOVÁ, E. Teória práva. Heuréka, 2006.
PRUSÁK, J.: Teória práva. VOPF UK, Bratislava, 1999.
LAZAR, J. a kol. Občianske právo hmotné 1 a 2. Iura Edition. 2010.
BARANCOVÁ, H. Zákonník práce. Komentár. C.H.Beck, 2013.
PATAKYOVÁ, M. Obchodný zákonník. Komentár.C.H.Beck, 2013.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 180 hours.
Combined education: 60 hours
Analysis of learning portals and applications: 40 hours.
Self-study: 80 hours.

Course evaluation:

Total number of evaluated students: 46

A	B	C	D	E	FX
4,35 %	21,74 %	36,96 %	13,04 %	19,57 %	4,35 %

Lecturers: JUDr. Dušan Čurila, Ph.D.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/AX/20	Course title: Axiology (compulsory course, profile course)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final colloquy. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final colloquy (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to convey to students the necessary knowledge from the theory of values. The student becomes familiar with the analysis and definition of the concepts of values, the nature of values, types of values, the structure of value orientations, the idea of a person and the possibility of influencing values through education.</p> <p>Acquired knowledge: Acquires advanced knowledge of the theory of values. Knows the analysis and definition of the concepts of value, the nature of values, types of values, the structure of value orientations, the idea of a person and the possibility of influencing values through education. Acquires knowledge about the different ratings of values and the resulting possible incommensurability of values and the resulting possible consequences for the communication of cultures and education.</p> <p>Acquired skills: Acquires the ability to reason in the sense of understanding ethically significant phenomena through values. He will acquire the skill of applying an interdisciplinary approach in connection with other social and human sciences. It has an orientation in the size of the anatomy, value orientations - the scheme, "elements", the whole. He will acquire the ability to navigate the history of axiology and its categorical system. He will also be competent to apply logotherapy in the field of meaning formation.</p> <p>Acquired competences: It will strengthen the competencies in assessing axiologically significant actions, phenomena and behavior patterns. This will strengthen the competence of the procedural side of valuation.</p>	

Course content:

History and development of axiology.
 Basic axiological categories.
 Ontological and epistemological aspects of values.
 Interdisciplinary approach – psychology, sociology, reflections on the influence of culture.
 The ideal of assessment.
 Anatomy of value orientations - scheme, "elements", whole.
 The connection of people - values - culture - education.
 Logotherapy – education for meaning.
 Ethical theories.
 Spiritual values - cultural values.
 Incommensurability of values - consequences for cultural communication and education.
 Selected value positions.

Recommended literature:

ŠPŮR, J.: Úvod do systematické filosofie. Obecná metafyzika. Ontologie, gnoseologie, axiologie. Plzeň : Aleš Čenek s.r.o., 2007. 367 s. ISBN 978-80-7380-067-3.
 BROŽÍK, V.: Hodnotové orientácie. Nitra : FF UKF, 2000. ISBN 80-8050-368-0.
 TONDL, L.: Hodnocení a hodnoty. Praha : Filosofia, 1999. ISBN 80-7007-131-1.
 KUČEROVÁ, S.: Člověk - hodnoty - výchova. Prešov: ManaCon, 1996. ISBN 80-85668-34-3.
 ANZENBACHER, A.: Úvod do etiky. Praha : Zvon, 1994. ISBN 80-7113-111-3.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 120 hours.
 Combined education: 30 hours
 Preparation and presentation of the semester work (thesis): 25 hours
 Analysis of learning portals and applications: 15 hours.
 Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 19

A	B	C	D	E	FX
26,32 %	52,63 %	5,26 %	10,53 %	5,26 %	0 %

Lecturers: doc. Mgr. A. Wawrzoniewicz – Slomska, PhD.; PhDr. ThDr. Marián Bednár, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description - Ethics and Etiquette in Business Protocol

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/EEOP/18	Course title: Ethics and Etiquette in Business Protocol (compulsory course, profile course)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: activity and participation of students in exercises (20%) final written exam (80%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide students with the necessary knowledge about the systemic nature of social communication and its manifestations. To acquaint students with communication that is socially desirable in an integrated Europe and corresponds to the character of a specific culture in the context of globalization and trade.</p> <p>Acquired knowledge: The student deals with etiquette in the work environment, learns the differences in social preferences and the specifics of business etiquette, which is a condition for professional success. He discovers that social behavior is not a personal matter of a person, but a necessary condition for work. Gets acquainted with the intricacies of business protocol when organizing work events, setting company rules, traveling, studying the specifics of business protocol abroad. Tracks the basic terms of compliance with the business protocol by electronic, written, telephone, mobile and online etiquette. He understands the importance of good communication, appropriate presentation and rhetoric for advancement in the professional field.</p> <p>Acquired skills: After graduation, the student will know the basics of business protocol and observe corporate, written, telephone, mobile, electronic and online etiquette. He can use the uniform state diplomatic protocol and apply it in specific situations. He will improve his communication and presentation skills.</p> <p>Acquired competences: The competencies acquired by the student include improved communication skills, the ability to present oneself and one's intentions, and the ability to carry on a conversation appropriately.</p>	
Course content:	

<p>Introduction to the issue. Corporate culture in a multinational company. Local culture within a multinational company. Typology of the Slovak manager's profile. Typology of managers/traders of other nationalities. Lessons from comparing different cultural standards. Problems of expatriates abroad and after returning home. International dining and its importance in business. Ethics in business protocol. Etiquette in business protocol. The importance of empathy for the global profile of a manager. Case studies.</p>												
<p>Recommended literature: ŠPAČEK, L.: Business etiketa a komunikace. Praha: Europrint, 2013. 343 s. ISBN 978-80-260-4347-8 ŠPAČEK, L.: Etiketa obchodníka. Praha: Europrint, 2018. 217 s. ISBN 978-80-270-4530-3 WOLFFOVÁ, I.: Etiketa v zaměstnání. Praha: Grada, 2007. 132 s. ISBN 978-80-347-2081-4 BOREC, T.: Moderná biznis etiketa pre manažerov. Bratislava: Neopublic Porter Novelli, 2010. 148 s. ISBN 978-80-9704-660-6 BOREC, T.: Manažéri na cudzom parkete. Bratislava: Neopublic Porter Novelli, 2009, 224 s. ISBN 978-80-9702-275-4 JANOTOVÁ, H.: Podnikateľská etiketa. Žilina: EDIS, 2016. 118 s. ISBN 978-80-5541-198-9 SLÁMEČKA, V.: Manažérska etika. Praha: ČVUT, 2012. 186 s. ISBN 978-80-0105-005-7 WELLNITZOVÁ, A.: Medzinárodný spoločenský sprievodca. Bratislava: NOXI, 2007. 192 s. ISBN 978-80-89179-55-8</p>												
<p>Language which is necessary to complete the course: Slovak language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 40 hours Analysis of learning portals and applications: 20 hours. Self-study: 60 hours</p>												
<p>Course evaluation: Total number of evaluated students: 180</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>51,11 %</td> <td>31,67 %</td> <td>7,78 %</td> <td>4,44 %</td> <td>5,0 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	51,11 %	31,67 %	7,78 %	4,44 %	5,0 %	0 %
A	B	C	D	E	FX							
51,11 %	31,67 %	7,78 %	4,44 %	5,0 %	0 %							
<p>Lecturers: doc. PhDr. M. Ambrozy, PhD.; Mgr. Veronika Fitzeková</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SF/10	Course title: Social Philosophy (compulsory course, profile course)
Type, scope and method of educational activity: lecture/seminar 2/2 per week on-campus	
Number of credits: 6	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to acquaint students with basic approaches in social philosophy, to help them understand the connection between social philosophy and social policy. Bring closer the basic concepts of the relationship between the individual and society, the understanding of social justice, the problem of man and humanism. The course is intended to give the student the ability to analyze issues of social philosophy with a connection to current social policy.</p> <p>Acquired knowledge: Obtain knowledge from the entire spectrum of the history of social philosophy, the categorical apparatus of social philosophy, as well as its basic systematic structure. The knowledge that the student acquires is aimed at obtaining an overview of the social reflections of ancient philosophy, patristic philosophy, scholastic philosophy, new and modern philosophy. At the same time, he gets acquainted with the realities of the main issue of social philosophy - the theory of the ideal state, civil society, relations between the individual and society, etc.</p> <p>Acquired skills: The student will acquire skills on the basis of which he will distinguish between different social institutions according to individual characteristics. In addition, he will acquire the skill of identifying social actions that lead to non-observance or suppression of human rights. The ability to distinguish between the social and geopolitical features of different geographic areas is an added advantage. Skills acquired include navigating a wide range of different social relationships, including identifying the finer nuances between them. They also include the</p>	

possibility of comparing existing social institutions and their elements in the context of different cultural areas.

Acquired competences:

Transferable competencies mainly include orientation in a wide range of different social mechanisms, including the identification of finer nuances between them. They also include the possibility of comparing existing social institutions and their elements in the context of different cultural areas. The student will also acquire the ability to argue within various discussions of social philosophy based on an orientation in the discipline. The competencies also include increasing tolerance for the adoption of various ways of social organization of state models as part of the multipolarity of the world.

Course content:

Subject, methods, main categories and developmental stages of social philosophy.
Social philosophy in the 19th century, emergence and development of sociological theories.
Development in the 20th century. Basic concepts of social philosophy today.
The issue of holism and individualism in social philosophy.
Political power and the state in social philosophy. Sovereignty and authority.
Issues of freedom and democracy in social philosophy. Determinism and indeterminism.
The issue of justice. Concepts of social justice.
Egalitarian theories in social philosophy. The relationship between freedom, equality and justice.
The problem of man and humanism in social philosophy.
Theoretical reflection of the concept of culture in history and the present.
The phenomenon of power as part of political reality.
Issues of philosophical anthropology about the place and direction of man in this millennium, about forecasts of his development in the system of social bonds and relationships.

Recommended literature:

BOCHIN, M.: Politický systém. Teoretická analýza. Prešov: SAMO, 2007. ISBN: 80-969630-1-5
BOCHIN, M.: Political system and infrastructure equilibrium of its functioning. In: ВІСНИК КНУТД №5 (91), 2015, Serie Economics & Business Management. ISSN 2413-0117.
BURAJ, I.: Sociálna filozofia. Bratislava: FFUK, 1993, 2001
ĎURIAČ, M.: Vybrané kapitoly zo sociálnej filozofie. Banská Bystrica: FHV UMB, 1999.
BRIŠKA, F.: Problém člověka a humanizmu v politickej filozofii. Bratislava: IRIS, 2000
KUSIN, V.: Sociálna filozofia v dejinných reflexiách. PF UK, Bratislava 2003.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 180 hours.
Combined education: 40 hours
Preparation and presentation of the semester work (thesis): 50 hours
Analysis of learning portals and applications: 30 hours.
Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 186

A	B	C	D	E	FX
33,33 %	19,75 %	22,22 %	12,35 %	12,35 %	0 %

Lecturers: PhDr. ThDr. Ing. J. Polačko, PhD., MBA; doc. PaedDr. Marek Storoška, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description - Ethical Research and Counseling

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/EKP/19	Course title: Ethical Research and Counseling (compulsory course, profile course)
Type, scope and method of educational activity: lecture/seminar 1/2 per week on-campus	
Number of credits: 5	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to familiarize the listeners with the basic ethical principles of ethics as professional ethics and to prepare the listeners to apply them in practice. By solving ethical-economic dilemmas, they acquire skills for identifying and solving moral problems in the workplace and contribute to the creation of managerial professional honor.</p> <p>Acquired knowledge: The student acquires knowledge in the field of orientation in matters of realities of philosophical and ethical counseling, decision making and case studies. Get acquainted with the knowledge related to the problem of the economic-ethical dilemma. The student will have knowledge related to decision making steps, indicators and factors. He will also acquire knowledge related to the context of ethical codes and ethical decision making.</p> <p>Acquired skills: He acquires the skills by which he achieves the ability to distinguish between different degrees of seriousness of the ethical significance of the problem in terms of the possibility of using them in decision making. He will also have the skills necessary to implement the various elements of business ethics - an ethics seminar, an ethical keynote, etc. The acquired skills can contribute, for example. to the ability to manage an ethics hotline. The acquired skills also include the ability to make autonomous decisions in ethical dilemmas, including economic-ethical dilemmas, the competence to decide how much space to leave when creating an ethical code for the personal choice of those who are directly affected by the code. The ability to provide select forms of ethical advice is also a direct influence.</p> <p>Acquired competences:</p>	

Acquired transferable competencies include the ability to make independent decisions in ethical dilemmas, including economic-ethical dilemmas, the ability to decide how much space to leave when creating an ethical code for the personal choice of those who are directly affected by the code. . A direct impact on competence is the ability to provide some form of ethical advice. The student will strengthen his decision-making competence, assertiveness, ability to work in a value-unorthodox environment.

Course content:

The essence of ethical casuistry and counseling.
 Basic ethical principles and counseling.
 The problem of moral decision making.
 Characteristics of ethical situations and ethical dilemmas.
 Analysis of their procedures.
 Areas of occurrence of moral problems in professional activity.
 Identification of ethical standards.
 Ethical profile of the manager.
 Applying ethics in personnel work.
 Ethical aspect of manager's communication in the company.
 Ethical aspects in labor relations.
 Code of ethics and standards of the organization.

Recommended literature:

CRANE, A., MATTEN, D.: Business Ethics. Oxford : University Press 2004.
 LUKNIČ, A.: Štvrtý rozmer podnikania – etika. Bratislava : SAP 1994.
 REMIŠOVÁ, A.: Manažérska etika. Bratislava : Ekonóm 1999.
 REMIŠOVÁ, A.: Podnikateľská etika v praxi – cesta k úspechu. Bratislava : Epos 1999.
 REMIŠOVÁ, A.: Etika a ekonomika, Bratislava, Ekonóm 2004
 AMBROZY, M.: Regarding the intersection of metaethics and applied ethics. In: XLinguae: European scientific language journal. Roč. 13, č. 3 (2020). ISSN 1337-8384. S. 255-269.
 SLOMSKI, W.: Dylematy etyczne w swiecie biznesu. Warszawa: Instytut Studiów Międzynarodowych i Edukacji Humanum w Warszawie, 2018. 237 s. ISBN 978-83-932603-1-7
 RYZIŃSKI, R.: Unnecessary and pointless introduction of a corporate aspiration code of ethics in some cases. In: SCIENTIFIC BULLETIN of Odessa National Economic University Collection of Scientific Works № 11-12 (288-289), 2021

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 150 hours.
 Combined education: 40 hours
 Preparation and presentation of the semester work (thesis): 30 hours
 Analysis of learning portals and applications: 20 hours.
 Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 182

A	B	C	D	E	FX
46,15 %	17,58 %	14,84 %	10,44 %	10,99 %	0 %

Lecturers: doc. PhDr. M. Ambrozy, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/AS/10	Course title: Applied Sociology (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The learning outcome is to familiarize students with the basics of sociological research, in which they will subsequently participate in practical life in the field of social studies.</p> <p>Acquired knowledge: The student is introduced to the basic knowledge of empirical sociology. The student will gain knowledge about the various processes of sociological research. The student will gain knowledge about the use of sociological research.</p> <p>Acquired skills: The student will master various methods of collecting empirical data. The student can interpret social phenomena in terms of sociology. The student can create a case study project.</p> <p>Acquired competences: The student acquires research and scientific competencies. The student will strengthen their observational and descriptive competencies. The student will strengthen the competence of analytical thinking.</p>	
<p>Course content: Sociological research - basic concepts and categories. Data collection methods - observation and interviews. Methods of data collection - questionnaires, study of documents. Measurement in sociological research. Scaling in sociological research. The choice of research objects - selection procedures. The choice of research objects is quasi-representative samples.</p>	

<p>Qualitative and quantitative research. Scientific interpretation and refinement in social research. The use of research in the practice of social science jobs. Creation of a research project. Creation of recommendations for practice.</p>												
<p>Recommended literature: DISMAN, M.: Jak se vyrábí sociologická znalost. Praha: Karolinum, 2002. SURYNEK, A., KOMÁRKOVÁ, R., KAŠPAROVÁ, E.: Základy sociologického výskumu. Praha: Management Press, 2001. KMEC, M. Úvod do sociológie výchovy. (Učebné texty). Prešov: VŠMP ISM Slovakia v Prešove, 2009. ISBN 978-80-89372-15-7. WAWRZONKIEWICZ-SŁOMSKA, A., CABAK, P.: Sekty jako zagrożenie dla człowieka. In: Problemy Współczesnej Pedagogiki, 2016 2 1 s. 79-89.</p>												
<p>Language which is necessary to complete the course: Slovak language</p>												
<p>Notes: Student workload: 150 hours. Combined education: 40 hours Preparation and presentation of the semester work (thesis): 30 hours Analysis of learning portals and applications: 20 hours. Self-study: 60 hours</p>												
<p>Course evaluation: Total number of evaluated students: 187</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>29,41 %</td> <td>20,32 %</td> <td>18,72 %</td> <td>17,11 %</td> <td>14,44 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	29,41 %	20,32 %	18,72 %	17,11 %	14,44 %	0 %
A	B	C	D	E	FX							
29,41 %	20,32 %	18,72 %	17,11 %	14,44 %	0 %							
<p>Lecturers: doc. Mgr. Ingrida Vaňková, PhD.</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Theory of Communication

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/TK/10	Course title: Theory of Communication (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 2/1 per week on-campus	
Number of credits: 5	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational output is to acquaint the listeners with the theory of communication, individual types of communication and the impact of information and communication technologies on the nature of communication. Last but not least, the output is also pointing out special problems of communication, as well as ethics in individual types of communication.</p> <p>Acquired knowledge: The student knows the concepts, components, principles and types of communication. Knows the basic principles of rhetorical speech with its particularities, including communicative speech as a human creation. He knows the methods and mechanisms of misuse of communication and knows the principles of defense against such misuse. The student knows the specifics of media communication and the principles of ethical behavior in the communication process.</p> <p>Acquired skills: The student is able to use rhetorical means in communication. He is skilled in detecting misuse of communications and defending against it. He is able to effectively choose media means and space for communication and is able to communicate within the framework of ethical rules.</p> <p>Acquired competences: Student will strengthen his expressive abilities, acquire competences of an argumentative-eristic nature, strengthen the competence of empathy, acquire the competence of defensive-apologetic communication, strengthen the competence for using media means and media</p>	

space, acquire the competence of ethical communication.

Course content:

Definition of individual terms and components of communication.
Principles of communication.
Information and communication technologies in interpersonal and mass communication.
Types of communication (informing, motivating, providing and searching for information).
Oratory, language elements and means of speech.
Body language and the power of first impressions.
Communication as a creative activity.
Misuse of communications and defense against misuse.
Specifics of media communication.
Media and the individual. Media and product.
Ethics of mass media communication and advertising. Internet ethics.
The latest trends in the development of media communication.

Recommended literature:

STANČEK, L.: Rétorika a jej praktiky. Bratislava. Misijná spoločnosť sv. Vincenta De Paul, 2011. 176 s. ISBN: 978-80-970280-9-6
GABURA J., GABURA P.: Sociálna komunikácia, OZ SP, Bratislava, 2003.
VYBÍRAL Z.: Psychologie lidské komunikace, Portál, Praha, 2000.
DE VITO J.: Základy mezilidské komunikace, Grada, Praha, 2001.
FOUT: Jak komunikovat se zákazníkem, Computer Press, Praha, 2000.
STOROŠKA, M.: Communication - key social competency in management. [Komunikácia – základná sociálna kompetencia v manažmente] In : Orbis communicationis socialis 2009. Lublin : Norbertinum, 2009, s. 106 – 119. ISSN 1895-4979.
STOROŠKA, M. 2015. Crisis communication in the selected situations. (Selected helping profession). In. Społeczeństwo i Edukacja 19 (4) 2015. Warszawa: Instytut Studiów Międzynarodowych i Edukacji , 2015. s. 231-239. ISSN: 1898-0171

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 150 hours.
Combined education: 40 hours
Preparation and presentation of the semester work (thesis): 30 hours
Analysis of learning portals and applications: 20 hours.
Self-study: 60 hours

Course evaluation:

Total number of evaluated students: 219

A	B	C	D	E	FX
27,4 %	14,16 %	27,4 %	13,7 %	17,35 %	0 %

Lecturers: doc. PaedDr. ThDr. Marek Storoška, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/AP/19	Course title: Applied Psychology (compulsory course, non-profile course)
Type, scope and method of educational activity: lecture/seminar 1/1 per week on-campus	
Number of credits: 3	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written exam (test) (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The result of student learning is to obtain a system of knowledge about the genesis of personality and its formation, about the structure of personality, personality dynamics and representative theories of personality. To acquaint listeners with modern concepts of moral development in a life context, to convey a holistic view of the field of moral thinking, reasoning, interiorization of moral norms and motivation for moral actions.</p> <p>Acquired knowledge: The student will receive basic knowledge of developmental psychology. The student also gets acquainted with the basic knowledge of moral psychology. The student learns about gender differences in moral development.</p> <p>Acquired skills: The apprentice acquires the skill of moral imagination. The student can identify the intrinsic motivation of a moral act. The student can recognize the defense mechanisms of self-image.</p> <p>Acquired competences: The student will strengthen his self-diagnosis skills. The student will strengthen his moral competence.</p>	
<p>Course content: Factors influencing the formation of personality Personality recognition and assessment methods "I" and self-image Defense mechanisms of self-esteem Representative concepts of moral development</p>	

<p>Moral development, its factors and indicators Differences in development and socialization, internalization of moral norms Development of thinking about morality Moral judgment and motivation for moral action "I" as a place of integration of moral intentions, motivation and moral action. Intergender differences in the sphere of moral development.</p>																	
<p>Recommended literature: NAKONEČNÝ, M.: Psychologie osobnosti. Praha: Academia, 1998. HALL, C. S. – LINDZEY, G.: Psychológia osobnosti. Bratislava: SPN, 1999. ŘÍČAN, P.: Psychologie osobnosti. Obor v pohybu. Praha: Grada, 2007. HEIDBRINK, H.: Psychologie morálního vývoje, Portál, s.r.o., Praha 1997. GILLIGAN, C.: Jiným hlasem. O rozdílné psychologii žen a mužů. Praha : 2001.</p>																	
<p>Language which is necessary to complete the course: Slovak language</p>																	
<p>Notes: Student workload: 90 hours. Combined education: 20 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 30 hours</p>																	
<p>Course evaluation: Total number of evaluated students: 182</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>77,47 %</td> <td>15,93 %</td> <td>6,04 %</td> <td>0,55 %</td> <td>0 %</td> <td>0 %</td> </tr> </tbody> </table>						A	B	C	D	E	FX	77,47 %	15,93 %	6,04 %	0,55 %	0 %	0 %
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77,47 %	15,93 %	6,04 %	0,55 %	0 %	0 %												
<p>Lecturers: Mgr. Marianna Berinšterová, PhD.</p>																	
<p>Date of last change: 01.08.2022</p>																	
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>																	

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/DIPS/13	Course title: Diploma Seminar (compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 2	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: Part of the evaluation is the submission of the assignment sheet of the qualification thesis in print form and in the AIS system, the submission of the 1st chapter of the final thesis (min. 20 pages of text), which is approved by the thesis supervisor, the submission of at least 5 literature searches that relate to the topic of the thesis and are approved by the thesis supervisor and submission of the thesis presentation proposal (Power Point) and presentation in the study group. To successfully complete the subject, you must obtain at least 51 points = 50% of the success criteria according to the SP. Credits will not be awarded to a student who has not met the required criteria. The final grade consists of the results obtained in the interim assessment.</p> <p>The evaluation method consists of: submission of the assignment letter of the qualification work (10%) submission of the 1st chapter of the final thesis (50%) submission of at least 5 literature searches (10%) submission of a work presentation proposal (10%) presenting in the study group (20%)</p> <p>Grade evaluation is carried out according to the classification scale A, B, C, D, E, FX (credited/not credited) according to the Study Regulations of VŠMP ISM Slovakia in Prešov.</p>	
<p>Learning outcomes: The student will gain knowledge and an overview of the methodology and techniques for writing the final dissertation, especially for its practical application in the form of an empirical part, and will create the first version of the dissertation.</p> <p>Acquired knowledge: The student will acquire the knowledge necessary to write a longer professional text. The student acquires knowledge about the methodology and technique of writing a thesis.</p> <p>Acquired skills: The student will acquire skills in finding sources of information. The student will acquire the skills to plan and develop a longer professional text.</p> <p>Acquired competences: The student will strengthen their presentation skills. The student will increase his competence in the field of creating professional and scientific texts.</p>	
<p>Course content: Choice of thematic areas of the final thesis - clarification of approaches with the supervisor. Determination of the goal, object, subject, methods and processing techniques. Method of processing the work structure - outline and specification. Application of historicizing approach - study of literature on similar topics from the past.</p>	

Respecting the principles of participant communication during the processing of the final thesis.

Principles of collecting materials: literature, documents, research statistics, etc.

Basic principles of presentation of professional text for the professional public.

Basics of working with data (collection, scaling, sorting, verifications, quantification, etc.).

Creating a text, organizing work with the text and formulating one's own conclusions and postulates

Principles of using professional terminology and anti-plagiarism, language proofreading of texts.

Principles of formal text formulation (publication standards).

Verbal and non-verbal expressions and their consequences during presentation (Social etiquette, clothing, haptics, facial expressions, gesticulation, etc.).

Recommended literature:

SMERNICA č.3/2013 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove. STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.

PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2.

MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 60 hours.

Combined education: 10 hours

Preparation and presentation of the 1st chapter of the final thesis: 20 hours

Analysis of learning portals and applications: 10 hours.

Self-study: 20 hours

Course evaluation:

Total number of evaluated students: 153

Credited	Not credited
100 %	0 %

Lecturers: doc. Ing. Emília Pribišová, PhD.

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/ODP/11	Course title: Pre-service Practice (compulsory course, non-profile course)
Type, scope and method of educational activity: pre-service 72 teaching hours/54 working hours per semester combined	
Number of credits: 6	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in pre-service practice. Part of the assessment is the completion of an introductory seminar to completing pre-service practice, completion of pre-service practice in the scope of 72 teaching hours (54 working hours) in an organization operating in the field of the student's study focus (or a related field), submission of records from pre-service practice, which include: Report from pre-service practice and evaluation of pre-service practice. The evaluation method consists of: completion of the introductory seminar (10%) completion of pre-service practice (80%) preparation and submission of records from professional practice (10%) The assessment is carried out according to the classification scale A, B, C, D, E, FX (resp. credited/not credited) according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational outcome is to learn how to apply theoretical knowledge to practical problems, to acquire basic working skills, to take responsibility, to become familiar with the environment of organizations oriented and active in the field of learning. Familiarize yourself with specific work standards, general work schedules, work in heterogeneous teams, principles of work in organizations.	
Acquired knowledge: The student will gain knowledge about exploitation, about the realities of specific organizations. The student will gain knowledge related to the work of organizations.	
Acquired skills: The student is learning how the organization works. The student will learn how to prepare a report from pre-service practice.	
Acquired competences: The student will strengthen their competencies for working in a team. The student will strengthen their working competencies.	
Course content: Introduction to the issue. Instructions for carrying out pre-service practice. Instruction of students before starting pre-service practice. Instructions for preparing a report from pre-service practice. Characteristics of the organization. Course of pre-service practice. Content of pre-service practice. Self-assessment of the student.	
Recommended literature:	

Literary sources according to the focus of the student's individual activity during pre-service practice.

Language which is necessary to complete the course: Slovak language, foreign language in the case of foreign pre-service practice.

Notes:

Student workload: 180 hours.

Preparation of the student's self-assessment: 40 hours.

Preparation of outputs from pre-service practice: 50 hours.

Analysis of organizations suitable for the performance of pre-service practice: 30 hours.

Self-study of the organization and the search for innovative ideas for improvements: 60 hours.

Course evaluation:

Total number of evaluated students: 219

Credited	Not credited
100 %	0 %

Lecturers: PhDr. ThLic. Ing. Jozef Polačko, PhD., MBA

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description for the final state exam subject - Theory of Philosophy and Ethics

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/ETFE/19	Course title: Theory of Philosophy and Ethics (final state exam subject) (compulsory course, non-profile course)
Type, scope and method of educational activity: on-campus	
Number of credits: 7	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites: a student has to earn the required number of credits	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he acquired during his studies and the ability to use this knowledge creatively in practice. From the content point of view, it presents a systemic view, the interconnectedness of the individual professional teaching subjects of the Philosophy study department and the complexity of the understanding of the subject matter in the context of knowledge from theory of philosophy and ethics and their history.	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge in philosophy and ethics, independently and creatively use the theoretical knowledge of philosophy and ethics as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.	
Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area from the disciplines of theory of philosophy and ethics.	
Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems in the disciplines of theory of philosophy and ethics.	
Course content: 1. Philosophy and ethics in voluntarism (the problem of "will" and "existential pessimism" in the work of A. Schopenhauer, understanding the origin and essence of morality in the views of F. Nietzsche - the problem of "immoralism", "reevaluation of all values", etc.). 2. Philosophy and the problem of morality in pragmatism (the relationship between thinking and action in the views of Ch. S. Peirce, the theory of truth and its moral connections, or	

consequences in the work of W. James).

3. Philosophy and ethics in existentialism (the problem of "temporality" and "finitude" of human existence in the work of M. Heidegger, the problem of "self-creation" and human freedom in the views of J.P. Sartre).

4. Contemporary Christian philosophy and ethics (New Thomism, Neo-Augustinism and Theilhardism).

5. Thematic and problematic field of social philosophy (specificity of social philosophy, subject and role of social philosophy.)

6. Ancient social philosophy (teachings of Plato - elaboration of the theory of the ideal state. Aristotle's Politics).

7. Social philosophy of the 19th and 20th centuries. (Positivism and its representatives, the theory of justice according to John Rawls, Nozick's theory of justice, justice according to Hayek).

8. The relationship between the individual and the social whole. (ontological and political individualism, ontological and political holism, the individual, civil society and the state).

9. Modern, postmodern and authentic (definition, conditions, causes of emergence, representatives).

10. Postmodernism in literature, visual arts and architecture (basic features, representatives and analysis of a specifically selected work).

11. Postmodernism in theater and film (basic features, representatives and analysis of a specifically selected work).

12. Global village (positive and negative aspects of globalization – region and world, media, cultural, ethical and economic effects of globalization).

13. Responsibility (moral responsibility, signs of action, ethics of thinking and ethics of responsibility).

14. Justice (justice as an ethical principle, the subjective meaning of the term justice, the theory of justice by John Rawls).

15. Degrees of moral judgments (pre-conventional, conventional and post-conventional level).

16. Ethical theories as a basis for moral evaluation (ethics of eudaimonism, ethics of justice, ethics of hedonism).

17. Axiology as a scientific discipline (definition, object of investigation, justification, problems connected with values).

18. Evaluation and cognition (knowledge and values, comparison and evaluation, standards, imperatives, differentiation of values, limits of relativism, binding standards, choice of criteria, when do we evaluate well?).

19. Values and goods (valuation process, Váross definition, value field, axiological terminology, "goods" and its shortcomings).

20. Values of signs and signs of values (values and meanings, semiotics, denotation and meaning of a sign, three levels of semiosis, evaluation of a sign, substantive and meaningful values, work, statement and information).

21. Ethical casuistry (concept and goals of casuistry)

22. Attributes of case studies (case studies in terms of focus, processing and presentation, in terms of completeness and in terms of purpose)

23. Functions of case studies (verification, illustration, knowledge, application, formative, coordination and integration)

24. Style of casuistry (casuist approach and casuist strategy)

Recommended literature:

ANZENBACHER, A.: Úvod do etiky. Praha : Zvon, 1994. ISBN 80-7113-111-3.

BRIŠKA, F.: Problém človeka a humanizmu v politickej filozofii. Bratislava: IRIS, 2000

BROŽÍK, V.: Hodnotové orientácie. Nitra : FF UKF, 2000. ISBN 80-8050-368-0.

- BURAJ, I.: Sociálna filozofia. Bratislava: FFUK, 1993, 2001
- CSONTOS, L.: Úvod do filozofie kultúry. Bratislava : Aloisianum, 1996
- DUPKALA, R. Pohľady do dejín etického myslenia. 2 doplnené a rozšírené vydanie. Prešov: VŠMP ISM Slovakia. 2015. - 200 s
- DUPKALA, R. Úvod do filozofie dejín. Bardejov : Fotopress, 2005. - 164 s.
- ĎURIAČ, M.: Vybrané kapitoly zo sociálnej filozofie. Banská Bystrica: FHV UMB, 1999.
- FOBEL, P.: Aplikovaná etika. Martin: Filozofické perspektívy, 2003.
- FOBELOVÁ, D.: Všeobecná a aplikované etiky časť I. Všeobecná etika. Banská Bystrica: FHV UMB, 2002.
- GRENZ, S. J.: Úvod do postmodernizmu. Praha: Návrat domů, 1997.
- KLIMEKOVÁ, A. - SIČÁK, A. : Filozofia, etika, etická výchova, dejiny etiky. Trian, Prešov, 2002.
- KLIMEKOVÁ, A. : Etika a etická výchova v kontextoch človeka. Prešov, 2000.
- KUČEROVÁ, S.: Človek – hodnoty - výchova. Prešov: ManaCon., 1996. ISBN 80-85668-34-3.
- KUSIN, V.: Sociálna filozofia v dejinných reflexiách. PF UK, Bratislava 2003.
- MISTRÍK, E.: Kultúrna globalizácia Európy a súčasná civilizačno-kultúrna situácia na Slovensku. In: Demokracie a Evropa v době globalizace. Ed. M. Goňcová. Brno: MU, 2003. ISBN 80-210-3301-0
- PETRÍČEK, M.: Úvod do současné filosofie. Praha : 1991
- REMIŠOVÁ, A.,: Etika a ekonomika, Bratislava, Ekonóm 2004
- REMIŠOVÁ, A.: Manažérska etika. Bratislava : Ekonóm 1999.
- REMIŠOVÁ, A.: Podnikateľská etika v praxi – cesta k úspechu. Bratislava : Epos 1999.
- ŠPUR, J.: Úvod do systematické filosofie. Obecná metafyzika. Ontologie, gnoseologie, axiologie. Plzeň : Aleš Čenek s.r.o., 2007. 367 s. ISBN 978-80-7380-067-3.
- TONDL, L.: Hodnocení a hodnoty. Praha : Filosofia, 1999. ISBN 80-7007-131-1.
- WELSCH, W.: Naše postmoderní moderna. Praha : Zvon 1994 .
- KRÁLIK, R., AMBROZY, M.: Heidegger and Carnap Inconsumerable Interactions. In: SWS 2019 International Scientific Conference on Arts and Humanities (History, philosophy, archaeology, history of art, performing & visual arts, architecture & design, literature & poetry, language & linguistics : Arts and humanities) Roč. 6, č. 1. Sofia: STEF92 Technology, 2019. ISBN 978-619-7408-90-4. s. 101-106.
- AMBROZY, M.: Úvod do filozofie 20. storočia = (učebné texty). Prešov: Vysoká škola medzinárodného podnikania ISM Slovakia v Prešove, 2017. ISBN 978-80-89372-74-4.
- AMBROZY, M.: Heidegger's view and approach to science and its similarities and differences before and after the "turn". In: Philosophia: International journal of philosophy. Roč. 22, č. 2 (2021) Quezon City: Philippine National Philosophical Research Society. ISSN 2244-1875. s. 147-167.
- AMBROZY, M.: Etický aspekt Heideggerovej reflexie vedy. In: Etické myslenie minulosti a súčasnosti (ETPP 2020/22): etika v 19. a 20. storočí. Prešov: Prešovská univerzita v Prešove. Filozofická fakulta, 2021. (Opera Philosophica; 30/2020). ISBN 978-80-555-2638-6, s. 251-264.
- SLOMSKI, W.: Prologomena do filozofii wspolczesnej. Warszawa : Europejskie Kolegium Edukacji w Warszawie, 2017. 500 s. ISBN 978-83-89834-18-6.
- SLOMSKI, W.: Wprowadzenie w zagadnienia filozofii wspolczesnej. Warszawa : Europejskie Kolegium Edukacji w Warszawie, 2017. 264 s. ISBN 978-83-89884-14-3.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 210 hours.

Combined education: 40 hours

Preparation and presentation of the final thesis: 60 hours.					
Analysis of learning portals and applications: 30 hours.					
Self-study: 80 hours					
Course evaluation:					
Total number of evaluated students: 203					
A	B	C	D	E	FX
63,05 %	17,73 %	9,36 %	3,94 %	5,42 %	0,49 %
Lecturers: prof. PhDr. Vojtech Slomski, PhD. (Commission for State Examinations)					
Date of last change: 01.08.2022					
Approved by: prof. PhDr. Vojtech Slomski, PhD.					

Course description for the final state exam subject - Ethics of Public Relations
and Business Protocol

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/ODIP/19	Course title: Ethics of Public Relations and Business Protocol (final state exam subject) (compulsory course, non-profile course)
Type, scope and method of educational activity: on-campus	
Number of credits: 7	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites: a student has to earn the required number of credits	
Conditions for passing the course: The state exam shall be taken before the Commission for State Examinations. The conduct of the state examination and the announcement of its results are public. The decision of the Commission for State Examinations on the results of the State Examination shall take place at a closed meeting of the Commission for State Examinations. The state exam consists of the subjects set by the respective accredited study programme and the defence of the diploma thesis. Each state exam item is classified with a specific grade. Each part of the state examination is assessed separately. The individual parts of the state examination are graded A to FX. The overall grade of the state examination is calculated from the average of the grades of the individual items of the state exam and the grade from the defence of the diploma thesis. The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The student demonstrates the level of knowledge he acquired during his studies and the ability to use this knowledge creatively in practice. From the content point of view, it presents a systemic view, the interconnectedness of the individual professional teaching subjects of the Philosophy study department and the complexity of the understanding of the subject matter in the context of knowledge from applied ethics and its convergence areas in the context of business protocol and managerial ethics	
Acquired knowledge: The student can analyse and evaluate the current state of theoretical knowledge from applied ethics and its convergence areas in the context of business protocol and managerial ethics, independently and creatively use the theoretical knowledge of applied ethics and its convergence areas in the context of business protocol and managerial ethics as a methodological platform for moral reasoning and evaluation, synthesize and apply the acquired theoretical knowledge, knowledge and competences to real problems of social practice.	
Acquired skills: The student can present and defend his/her position in terms of an evaluation of a specific area from the disciplines of applied ethics and its convergence areas in the context of business protocol and managerial ethics.	
Acquired competences: The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems.	
Course content: 1. Public relations (definition, characteristics and distribution of PR, external and internal PR,	

the influence of PR on the creation of a positive image of a product, brand and company, the relationship between PR and business ethics - examples)

2. Public relations article in print media (characteristics and use in business practice, composition – 3 components of a PR article, conditions for ethical publication of a PR article)
3. Noel-Neuman's spiral of silence and public relations (definition and function, application to PR activities in business practice, PR chain: rumor case - media case and its relation to the spiral of silence)
4. Agenda settings and public relations (definition, ethical aspects of agenda settings - headlines, use of agenda settings in business practice)
5. What is diplomacy and diplomatic protocol (definitions of terms).
6. Goals of diplomacy and its means (human potential, technology).
7. Diplomatic mission (mission, categories, functioning, special mission).
8. Diplomatic correspondence.
9. Ethics and law.
10. The relationship between ethics and business.
11. The essence and importance of ethics in international business (historical aspects of its development, managerial ethics as professional ethics).
12. The essence of corporate culture and its basic elements, corporate culture and its function in international management and business.
13. The concept of organization and management (the meaning of the term organization in the substantive sense, based on internal arrangement, in the active sense).
14. The meaning of the concept of management from the point of view of the managed and control system, macro and micro management.
15. Managers as executors of the management process (types of managers, tasks and roles of managers, characteristics of a successful manager).
16. Management styles. (definition of authority and responsibility, basic management styles, influence of management styles on formal and informal groups, creative management style).
17. Define the terms ethics and etiquette. Not everyone is equal in society (describe three categories of importance).
18. Briefly characterize the history of etiquette, its transformation up to the democratization of etiquette.
19. Everyday etiquette and festive social events (walking, cinema, theater, concert, travel, hotel; describe a banquet).
20. Accidents in society (traps, misdemeanors, how to react).
21. Characterize the business protocol (preparation process, course and result of the business negotiation).
22. Recruitment interview (its course and meaning, company culture).
23. Work social events (describe work breakfast, brunch, lunch, dinner).
24. Contacts with the world (Euro-Atlantic area, East Asia, Islamic states - brief characteristics of their etiquette).

Recommended literature:

- PHILLIPS, D.: Online public relations. Praha : Grada Publishing 2003. 216 s.
ŽÁRY, I.: Public Relations. Bratislava : UK 1996. 116 strán.
LESLY, P.: Public Relations. Praha : Victoria Publishing, 1995. 280 s.
ŽÁRY, I.: Public relations. Virtuálna kniha - http://www.zary.sk/virtualna_kniha.html
KOVÁČ, M. A MATTOŠ, B.: Etiketa a spoločenské správanie. Bratislava: Ekonóm 2006
MAZUREK, J.: Diplomatický a spoločenský protokol. B. Bystrica, 2007.
ŠPAČEK, L.: Nová veľká kniha etikety. Praha : Mladá fronta, 2009.
BYSTRICKÝ, Ľ.: Základy diplomacie. Bratislava: Vydavateľstvo Michala Vaška, 2006
VRŠANSKÝ, P.: Základy diplomatickej komunikácie. Bratislava: IURA EDITION, 2004.

FELTHAM, G., R.: Příručka diplomata. Praha, Sociologické nakladatelství. 2003.

BOCKOVÁ, V.: Communication in International Business and Diplomacy. Vydavateľstvo EKONÓM, 2000.

BOREC, T. Moderní biznis etiketa pre manažerov. Bratislava : Neopublic Porter Novelli, 2008. 129 s.

WOLFFOVÁ, I.: Etiketa v zaměstnaní. Praha : Grada, 2007.

MATLARY, H. J.: Ľudské práva ohrozené mocou a relativizmom. Prešov : Vydavateľstvo Michala Vaška, 2007. 221 s. ISBN 978-80-7165-648-7.

BĚLOHLÁVEK, F.: Organizační chování, Olomouc, Rubico 1996 , ISBN 80-85839-09-1

KELLER, J.: Sociologie byrokracie a organizace, Praha, SLON 2001, ISBN 080-85850-15-x

MORAWSKI, W.: Ekonomická sociologie, teórie, empirie. SLON 2008, ISBN 80-86429-43-1

NEMEC, P., LITTOVÁ, J.: Komunikace korporací. Praha : VŠE 1999. 172 s.

AMBROZY, M.: Heidegger's view and approach to science and its similarities and differences before and after the "turn" In: Philosophia: International journal of philosophy, Roč. 22, č. 2 (2021). Quezon City: Philippine National Philosophical Research Society. ISSN 2244-1875. s. 147-167.

AMBROZY, M.: The Ethical Aspect of Scientific Interest in Selected Physical Theories, In: Communications 19 (4), s. 79-84.

SŁOMSKI, W.: Dylematy etyczne w świecie biznesu. Warszawa :Instytut Studiów Międzynarodowych i Edukacji Humanum, 2017. 237 s. ISBN 978-83-932603-1.

POLAČKO, J., BOCHIN, M.: Ethics of Communication in Organization. In: Spoločnosť i Edukacja. Międzynarodowe Studia Humanistyczne 2015 | nr 4 | 191-199.

AMBROZY, M.: Na margo prieniku metaetiky a aplikovanej etiky. In: Xlinguae 13 (3), s. 255–269.

RYZIŃSKI, R.: Unnecessary and pointless introduction of a corporate aspiration code of ethics in some cases. In: SCIENTIFIC BULLETIN of Odessa National Economic University Collection of Scientific Works № 11-12 (288-289), 2021.

STANIEWSKI, M.W., SŁOMSKI, W., RYZIŃSKI, R.: Are ethics in entrepreneurship possible at all? | Ar įmanoma verslo etika? In: Filosofija, Sociologija 2015, 26(3), pp. 193–200

STANIEWSKI, M.W., SŁOMSKI, W., AWRUK, K.: Ethical aspects of entrepreneurship | Verslininkystės etiniai aspektai. In: Filosofija, Sociologija this link is disabled, 2015, 26(1), pp. 37–45.

ŠPAČEK, L.: Business etiketa a komunikace. Praha: Europrint, 2013. 343 s. ISBN 978-80-260-4347-8

ŠPAČEK, L.: Etiketa obchodníka. Praha: Europrint, 2018. 217 s. ISBN 978-80-270-4530-3

BOREC, T.: Manažéri na cudzom parkete. Bratislava: Neopublic Porter Novelli, 2009, 224 s. ISBN 978-80-9702-275-4

JANOTOVÁ, H.: Podnikateľská etiketa. Žilina: EDIS, 2016. 118 s. ISBN 978-80-5541-198-9

WELLNITZOVÁ, A.: Medzinárodný spoločenský sprievodca. Bratislava: NOXI, 2007. 192 s. ISBN 978-80-89179-55-8

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 210 hours.

Combined education: 40 hours

Preparation and presentation of the final thesis: 60 hours.

Analysis of learning portals and applications: 30 hours.

Self-study: 80 hours

Course evaluation:

Total number of evaluated students: 203

A	B	C	D	E	FX
60,08 %	25,57 %	9,36 %	2,91 %	2,08 %	0 %

Lecturers: prof. PhDr. Vojtech Slomski, PhD. (Commission for State Examinations)**Date of last change:** 01.08.2022**Approved by:** prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/DIP/19	Course title: Diploma Thesis (defense) (compulsory course, non-profile course)
Type, scope and method of educational activity: on-campus	
Number of credits: 10	
Recommended semester: 4.	
Cycle of study: 2.	
Prerequisites: a student has to earn the required number of credits	
<p>Conditions for passing the course:</p> <p>The condition is to write and submit the final version of the final diploma thesis, which is prepared on a topic written by the supervisor and approved by the head of the department. The thesis must be original, created by the author, using the indicated information sources and respecting copyright. The required range of 40-60 standard pages without attachments, in a standard formal arrangement, must be observed. It should contain theoretical and possibly application chapter, together with a section on the definition of work methodology and research methods.</p> <p>The diploma thesis is submitted in two printed copies, its electronic version, which must be identical to the printed version, is inserted by the student into the final theses registration system in PDF format. The originality of the thesis is assessed in the central register of theses. A report on the originality of the final thesis is drawn up on the result of the originality check. Checking originality is a necessary condition for defense.</p> <p>Part of the submission of the work is the conclusion of a license agreement for the use of the digital copy of the work between the author and the Slovak Republic on behalf of the college/university.</p> <p>The diploma thesis is assessed by the supervisor of the diploma thesis and the opponent, who prepare assessments according to the established criteria.</p> <p>The Commission for State Examinations will evaluate the progress of the defense in a closed session and decide on the classification. During the classification, it comprehensively assesses the quality of the diploma thesis and its defense, taking into account the assessments and the course of the defense, and evaluates it with one common grade. The decision on the result of the defense will be announced by the chairman of the commission together with the result of the relevant state exam for compliance with the rules required by the protection of personal data (GDPR).</p>	
<p>Learning outcomes:</p> <p>The diploma thesis verifies mastery of theory and professional terminology, basic standard scientific methods and the level of knowledge that the student acquired during his studies. It demonstrates the ability of independent professional work from a content and formal point of view. The thesis usually brings partial knowledge within the field.</p> <p>Acquired knowledge:</p> <p>The student can independently and creatively use professional sources, analyze and evaluate the current state of the problem in his/her field, synthesize and apply the acquired theoretical knowledge in practical educational activities, adequately choose research procedures and functionally apply them.</p> <p>Acquired skills:</p> <p>The student is able to present and defend his/her professional position on the problems of educational work and to find ways to solve them.</p>	

Acquired competences:

The student is able to demonstrate his/her linguistic and professional culture and his/her own attitude towards professional problems of his/her studies.

Course content:

The thesis defense has a steady course:

1. Introductory speech of the graduate, presentation of the results of the final thesis.
2. Presentation of the main points from the written opinions of the supervisor and the opponent.
3. Answering the questions of the supervisor and the opponent.
4. A professional debate on the thesis with questions to the graduate.

The thesis is available to the committee during the defense. The graduate's introduction should include the following points in particular:

1. Brief justification of the choice of the topic, its topicality, practical benefit.
2. Clarification of the objectives and methodology of the work.
3. The main content issues of the thesis.
4. Conclusions and practical recommendations reached by the graduate.

During the presentation, the graduate has his/her own copy of the thesis or a written introduction. The speech will be delivered separately. It can make use of computer technology. The opening performance should be short, not exceeding ten minutes.

Recommended literature:

SMERNICA č.1/2018 o náležitostiach záverečných prác, ich bibliografickej registrácii, kontrole originality, uchovávaní a ich sprístupňovaní na VŠMP ISM Slovakia v Prešove.
STN ISO 690: 2012, Informácie a dokumentácia. Návod na tvorbu bibliografických odkazov na informačné pramene a ich citovanie.
PRIBULA, M. a L. LACHYTOVÁ, 2009. Metodológia vedeckej práce. Prešov: VŠMP ISM Slovakia v Prešove. ISBN 978-80-89372-07-2.
MEŠKO, D. et al., 2005. Akademická príručka. 2. dopl. vyd. Martin: Osveta. ISBN 80-8063-200-6. Iné zdrojové dokumenty podľa zamerania témy práce.

Language which is necessary to complete the course: Slovak language (in the case of the rector's written consent, also in a foreign language with a summary of the thesis and chapters in the Slovak language)

Notes:

Student workload: 300 hours.
Combined education: 60 hours
Preparation and presentation of the final thesis: 100 hours.
Analysis of learning portals and applications: 50 hours.
Self-study: 90 hours

Course evaluation:

Total number of evaluated students: 203

A	B	C	D	E	FX
53,89 %	27,54 %	9,78 %	3,99 %	4,59 %	0,2 %

Lecturers: prof. PhDr. Vojtech Slomski, PhD. (Thesis supervisor)

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description - Seminar on Ethics of Public Relations

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SEPR/20	Course title: Seminar on Ethics of Public Relations (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to practice with the students basic communication skills when working with the public and the media in the context of the ethical values of our society.</p> <p>Acquired knowledge: At the seminars, the student learns about managed communication, creating the image of an organization, solving PR cases, practicing social interactions with the public (internal and external) when speaking in the media, creating the internet and electronic communication. Works out the basics of anti-crisis management in connection with PR, generates press information and gets acquainted with the organization of a press conference and prepares materials for radio and television broadcasting, solves various possible non-standard situations.</p> <p>Acquired skills: The student is able to present basic communication skills in working with the public and the media in the context of the ethical values of our society. He can independently prepare materials for the presentation of the company in the media, knows the principles of communication within the framework of anti-crisis management and can solve cases in the context of problematic areas of PR and ethics.</p> <p>Acquired competences: Transferable competencies consist of autonomous decision-making about ethical dilemmas from the point of view of various stakeholders. The direct influence of competence is social skills, general knowledge, intuition and the ability to use professional methods in practice.</p>	
Course content:	

<p>Introduction to the issue. Controlled communication. Creating an image and reputation. Case studies of public work. Practice of social interaction with the public. Presentation in the media. Creation of Internet and electronic communication. Basics of crisis management in relation to public relations. Creation of press information. Organizing a press conference. Preparation of materials for radio and television output. Feedback and solving non-standard situations.</p>												
<p>Recommended literature: KOPECKÝ, L.: Public relations, Dějiny – teorie – praxe. Grada Publishing a.s. 2013. ISBN 978-80-247-4229-8. PHILLIPS, D.: Online public relations. Praha : Grada Publishing 2003. 216 s. SVOBODA, V.: Public relations moderně a účinně, Praha, Grada Publishing, 2009, 239 s. ŽÁRY, I.: Public relations. Virtuálna kniha - http://www.zary.sk/virtualna_kniha.html ŽÁRY, I.: 1996. Public Relations. Bratislava : UK 1996. 116 strán.</p>												
<p>Language which is necessary to complete the course: Slovak language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students: 142</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>54,93 %</td> <td>14,79 %</td> <td>14,79 %</td> <td>4,93 %</td> <td>10,56 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	54,93 %	14,79 %	14,79 %	4,93 %	10,56 %	0 %
A	B	C	D	E	FX							
54,93 %	14,79 %	14,79 %	4,93 %	10,56 %	0 %							
<p>Lecturers: PhDr. Ing. Eva Hvizdová, PhD.</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Seminar on Social Etiquette

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SSP/10	Course title: Seminar on Social Etiquette (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational output is to provide students with information and familiarize them with the starting points that serve as a basic orientation in the discipline.</p> <p>Acquired knowledge: The student views etiquette as a current and necessary requirement for social, personal and professional success. He will be introduced to the basic principles of proper social behavior with an emphasis on empathy, communication, presentation and rhetoric. Gain knowledge of the basic rules of social behavior in everyday situations, while traveling, dining, dressing, social events and diplomatic protocol.</p> <p>Acquired skills: The student practically practices appropriate and considerate social behavior based on certain social norms. He is able to navigate working social relationships, social superiority, without problems gaining confidence and spontaneity in various social situations.</p> <p>Acquired competences: Learner-acquired competencies include empathy, self-control, social and communication skills.</p>	
<p>Course content: The main objective of the subject is to provide students with basic theoretical knowledge and practical skills in social interaction. Present the so-called the alphabet of social behavior (principles of behavior, greeting, introduction, addressing, behavior on the street, in a means of transport, in a restaurant, dining questions, balls, openings, reception, cocktails, garden parties...)</p>	

Recommended literature:

KOPECKÝ, L.: Public relations, Dějiny – teorie – praxe. Grada Publishing a.s. 2013. ISBN 978-80-247-4229-8.

PHILLIPS, D.: Online public relations. Praha : Grada Publishing 2003. 216 s.

SVOBODA, V.: Public relations moderně a účinně, Praha, Grada Publishing, 2009, 239 s.

ŽÁRY, I.: Public relations. Virtuálna kniha - http://www.zary.sk/virtualna_kniha.html

ŽÁRY, I.: 1996. Public Relations. Bratislava : UK 1996. 116 strán.

Language which is necessary to complete the course: Slovak language

Notes:

Student workload: 120 hours.

Combined education: 30 hours

Preparation and presentation of the semester work (thesis): 25 hours

Analysis of learning portals and applications: 15 hours.

Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 181

A	B	C	D	E	FX
49,72 %	23,76 %	17,68 %	4,42 %	4,42%	0 %

Lecturers: doc. PhDr. Marián Ambrozy, PhD.; Mgr. Veronika Fitzeková

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ department: Department of Social Sciences	
Code: KSV/SAX/10	Course title: Seminar on Axiology (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final oral exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) oral exam (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide a historical and philosophical presentation of axiology as a normative and educational discipline, emphasizing the importance of values for understanding a person and his life in an endangered culture that needs to communicate with other cultures and subcultures as carriers of different value systems.</p> <p>Acquired knowledge: The student will receive various expanding knowledge on axiology. First of all, it concerns the inclusion of a number of different evaluation methods in the sense of evaluation in general. He will also get acquainted with the value orientations of youth and marginalized groups.</p> <p>Acquired skills: The student will strengthen their skills in terms of assessment. He will acquire the skills to perceive the role of specific religions in terms of creating value systems. He will also become oriented in pluralistic parallel value systems.</p> <p>Acquired competences: The student will strengthen their assessment competencies. The student will strengthen his presentation skills, as well as the skills of formulating and expressing his opinion. The student can apply a global relativistic view of values in terms of multicultural orientation.</p>	
<p>Course content: Philosophy of values - its possibilities. The range of value positions of the world in which we live and are brought up. Life and multiplicity of values. Limits of freedom.</p>	

<p>Relativization of values in the present. The role of religion in the formation of life values. Idols and their influence on the evaluation and depreciation of values. Values and their implications for cultural communication and education. Value orientations of modern youth. Value orientations of marginalized groups. Value orientations and possibilities of their change. Shaping the spirit of a separate company.</p>												
<p>Recommended literature: PELCOVÁ, N.: O hodnotách a smyslu hodnotové výchovy. In: Hodnoty vo výchove, umění a sportu. Zborník FFKU. Praha : 2008. BROŽÍK, V.: Hodnotové orientácie. Nitra : FF UKF, 2000. ISBN 80-8050-368-0. TONDL, L.: Hodnocení a hodnoty. Praha : Filosofia, 1999. ISBN 80-7007-131-1. KUČEROVÁ, S.: Člověk – hodnoty - výchova. Prešov: ManaCon. 1996. ISBN 80-85668-34-3. SPAEMANN, R. : Základní mravní pojmy a postoje. Praha : Svoboda, 1995. 128 s. ISBN 80-205-048. STOROŠKA, M.: Hodnotové orientácie manažéra a vedenie zamestnancov. In. Człowiek – wartości – edukacja. Legnica : Wyższa Szkoła Menedżerska w Legnicy, 2010, s. 357-368. ISBN 83-89884-53-4.</p>												
<p>Language which is necessary to complete the course: Slovak language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students: 183</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>55,19 %</td> <td>23,5 %</td> <td>12,57 %</td> <td>3,83 %</td> <td>4,37 %</td> <td>0,55 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	55,19 %	23,5 %	12,57 %	3,83 %	4,37 %	0,55 %
A	B	C	D	E	FX							
55,19 %	23,5 %	12,57 %	3,83 %	4,37 %	0,55 %							
<p>Lecturers: doc. Mgr. Ingrida Vaňková, PhD.; PhDr. ThDr. Marián Bednár, PhD.</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Professional Terminology in a Foreign Language/EL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/OTAJ/10	Course title: Professional Terminology in a Foreign Language/English Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide students with the necessary knowledge of the theory of semantics, lexicology and lexicography with a focus on the professional English language. The activation of lexical and professional knowledge also plays an important role. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.</p> <p>Acquired knowledge: The student gains knowledge on the topics of the English language: the theory of semantics, lexicology and lexicography. He will acquire knowledge of pragmatics and professional terminology.</p> <p>Acquired skills: The student will acquire professional language skills. The student acquires professional vocabulary in English.</p> <p>Acquired competences: The student will strengthen his lexical competencies. The student will strengthen their language competence. The student will strengthen the competence of abstract thinking.</p>	
<p>Course content: Semiotics and the semantic triangle. Semantic paradigmatics.</p>	

Professional competence. Professional language. Terminography and lexicography. Differentiation of words. Computer and terminological work. Descriptive and prescriptive terminological work. Prototype semantics. Metaphor and metonymy. Textuality. Pragmatics and professional terminology.												
Recommended literature: BREVENÍKOVÁ D.: Culture, Society and Communication. Bratislava: Vydavateľstvo EKONÓM, 2000. BILÁ,M./KAČMÁROVÁ, A./KORTVÉLYESSY.L: Angličtina – jazyk medzinárodnej komunikácie. Prešov: Grafotlač, 2008. FOLEY, D. HALL. M.: Total English Pre-Intermediate. Longman, 2006. JOHNSON, W. H.: The Social Services: An Introduction. Wadsworth Publishing, 1998. CARL F., BRUN. A.: Practical Guide to Social Service Evaluation. Lyceum Books, Inc., 2005.												
Language which is necessary to complete the course: Slovak and english language												
Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours												
Course evaluation: Total number of evaluated students: 0 <table border="1" data-bbox="188 1146 1394 1227"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %
A	B	C	D	E	FX							
0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %							
Lecturers: PhDr. Katarína Radvanská												
Date of last change: 01.08.2022												
Approved by: prof. PhDr. Vojtech Slomski, PhD.												

Course description - Etiquette and Diplomacy in a Foreign Language/EL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/EDAJ/10	Course title: Etiquette and Diplomacy in a Foreign Language /English Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational output is to convey to students the conceptual apparatus of etiquette and social and diplomatic protocol. Students will learn to distinguish the concepts of etiquette and diplomatic protocol in contact with domestic and foreign partners. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.	
Acquired knowledge: The student gets acquainted with the conceptual apparatus of etiquette, social and diplomatic protocol in English. The student will gain knowledge about the realities of social and diplomatic protocol in English.	
Acquired skills: The student will acquire skills in the field of self-expression in the field of etiquette and diplomatic protocol in English. The student can communicate in English on the topics of etiquette and diplomatic protocol. The student knows how to use the English language in practice in the field of social and diplomatic protocol.	
Acquired competences: The student will strengthen his lexical competencies. The student will strengthen his interpersonal competence.	
Course content: Morality, ethics and etiquette.	

<p>Primary social impressions. Establishing social contacts. Greeting, introducing, addressing, titling. Socializing on various occasions Business trip at home and abroad. Hygiene and clothing for various occasions, social and cultural events. Business negotiations. Fundamentals of diplomacy. Diplomatic correspondence. Etiquette and diplomatic protocol. Model situations and practical exercises.</p>												
<p>Recommended literature: KOVALČÍKOVÁ, I., SØRBYE, W. L. (Eds.) 2011. Ethical challenges in professional praxis. Prešov: University of Prešov in Prešov. 159 pp. ISBN 978-80-555-0326-4. SWEENEY, S. 2003. English for Business Communication. Cambridge: Cambridge University Press. 174 pp. ISBN 978-0-521-75449-1. COTTON, D., FALVEY, D., KENT, S. 2004. Market Leader. Elementary business english. Harlow: Pearson Education Limited. 160 pp. ISBN 978-0-582-77327-X. COTTON, D., FALVEY, D., KENT, S. 2007. Market Leader. Intermediate business english. Harlow: Pearson Education Limited. 160 pp. ISBN 978-0-582-32838-1.</p>												
<p>Language which is necessary to complete the course: Slovak and english language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students: 0</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %
A	B	C	D	E	FX							
0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %							
<p>Lecturers: PhDr. Katarína Radvanská</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Ethics of Advertising in a Foreign Language/EL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/ERAJ/19	Course title: Ethics of Advertising/English Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide students with communication in a foreign language with an emphasis on the ethics of advertising, on compliance with standards during its creation and transmission. The student acquires basic theories and becomes familiar with relevant ethical codes. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.</p> <p>Acquired knowledge: The student will gain knowledge of vocabulary in the field of advertising ethics in English. He receives them mainly on the following topics: advertising, promotion, communication, commercial and non-commercial advertising, communication ethics, advertising resistance.</p> <p>Acquired skills: The student acquires basic and general and professional language skills at language level C1. The student will acquire the skill of resisting advertising in English. The student can express the difference between ethical and unethical advertising in English.</p> <p>Acquired competences: They will acquire the competence of argumentation in these areas in an international context. Students will strengthen their language and lexical competencies.</p>	
<p>Course content: Advertising, promotion, communication. Advertising and psychology.</p>	

<p>Advertising versus ethics. Ethical attributes of advertising. Commercial and non-commercial advertising. Communication ethics. Ethics in the media. Education for resistance to advertising. Forms and institutions of ethical self-regulation in advertising. Advertising Council, Meaning and History of Codes of Ethics. Code - Principles of ethical advertising practice. International code of ethics.</p>												
<p>Recommended literature: KOVALČÍKOVÁ, I., SØRBYE, W. L. (Eds.) 2011. Ethical challenges in professional praxis. Prešov: University of Prešov in Prešov. 159 pp. ISBN 978-80-555-0326-4. SWEENEY, S. 2003. English for Business Communication. Cambridge: Cambridge University Press. 174 pp. ISBN 978-0-521-75449-1. MURPHY R. English Grammar in Use. Cambridge: Cambridge University Press. 379 pp. 978-0-521-53289-1.</p>												
<p>Language which is necessary to complete the course: Slovak and english language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students: 0</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> <td>0,0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %
A	B	C	D	E	FX							
0,0 %	0,0 %	0,0 %	0,0 %	0,0 %	0,0 %							
<p>Lecturers: PhDr. Katarína Radvanská</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Professional Terminology in a Foreign Language/GL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/OTNJ/10	Course title: Professional Terminology in a Foreign Language/German Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational outcome is to provide students with the necessary knowledge of the theory of semantics, lexicology and lexicography with a focus on the professional German language. The activation of lexical and professional knowledge also plays an important role. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1. Acquired knowledge: The student gains knowledge on the topics of the German language: the theory of semantics, lexicology and lexicography. He will acquire knowledge of pragmatics and professional terminology. Acquired skills: The student will acquire professional language skills. The student acquires professional vocabulary in German. Acquired competences: The student will strengthen his lexical competencies. The student will strengthen their language competence. The student will strengthen the competence of abstract thinking.	
Course content: Semiotics and the semantic triangle. Semantic paradigmatics.	

Professional competence. Professional language.
Terminography and lexicography.
Differentiation of words.
Computer and terminological work.
Descriptive and prescriptive terminological work.
Prototype semantics.
Metaphor and metonymy. Textuality.
Pragmatics and professional terminology.

Recommended literature:

ECO, U.: Einführung in die Semiotik. München: Fink, 2002. ISBN 978-3-7705-0633-0
BRÜNNER, G.: Wirtschaftskommunikation. Linguistische Analyse ihrer mündlichen Formen. Tübingen Niemeyer, 2000. ISBN 3-4843-1213-0
SCHLAEFER, M.: Lexikologie und Lexikographie. Berlin: Erich Schmidt, 2002.
SCHWARZ, M./ CHUR, J.: Semantik. Ein Arbeitsbuch. Tübingen: Narr, 2007. ISBN 3-8233-6296-8

Language which is necessary to complete the course: Slovak and german language

Notes:

Student workload: 120 hours.
Combined education: 30 hours
Preparation and presentation of the semester work (thesis): 25 hours
Analysis of learning portals and applications: 15 hours.
Self-study: 50 hours

Course evaluation:

Total number of evaluated students: 5

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

Lecturers: PhDr. Zuzana Karabinošová

Date of last change: 01.08.2022

Approved by: prof. PhDr. Vojtech Slomski, PhD.

Course description - Etiquette and Diplomacy in a Foreign Language/GL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/EDNJ/10	Course title: Etiquette and Diplomacy in a Foreign Language /German Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational output is to convey to students the conceptual apparatus of etiquette and social and diplomatic protocol. Students will learn to distinguish the concepts of etiquette and diplomatic protocol in contact with domestic and foreign partners. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.	
Acquired knowledge: The student gets acquainted with the conceptual apparatus of etiquette, social and diplomatic protocol in German. The student will gain knowledge about the realities of social and diplomatic protocol in German.	
Acquired skills: The student will acquire skills in the field of self-expression in the field of etiquette and diplomatic protocol in German. The student can communicate in German on the topics of etiquette and diplomatic protocol. The student knows how to use the German language in practice in the field of social and diplomatic protocol.	
Acquired competences: The student will strengthen his lexical competencies. The student will strengthen his interpersonal competence.	
Course content: Morality, ethics and etiquette.	

<p>Primary social impressions. Establishing social contacts. Greeting, introducing, addressing, titling. Socializing on various occasions Business trip at home and abroad. Hygiene and clothing for various occasions, social and cultural events. Business negotiations. Fundamentals of diplomacy. Diplomatic correspondence. Etiquette and diplomatic protocol. Model situations and practical exercises.</p>												
<p>Recommended literature: BAUMER, T.: Handbuch Interkulturelle Kompetenz. (2 Bände). Zürich: Verlag Orell Füssli, 2004. ISBN: 3-280-02691-1. FREIHERR VON FIRCKS, A. : Business-Etikette für Fortgeschrittene. Frankfurt: F.A.Z.Institut, 2009. ISBN: 978-3-89981-178-0. MISTRÍK, E.: Základy estetiky a etikety. 3.vydanie. Bratislava: SPN, 2006. NAUMANN, F.: Die Kunst der Diplomatie – 20 Gesetze für sanfte Sieger. Berlin: Rowohlt Tb., 2003. ISBN: 3-499-61570-3</p>												
<p>Language which is necessary to complete the course: Slovak and german language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students: 5</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>100 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	100 %	0 %	0 %	0 %	0 %	0 %
A	B	C	D	E	FX							
100 %	0 %	0 %	0 %	0 %	0 %							
<p>Lecturers: PhDr. Zuzana Karabinošová</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Ethics of Advertising in a Foreign Language/GL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/ERNJ/19	Course title: Ethics of Advertising/German Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide students with communication in a foreign language with an emphasis on the ethics of advertising, on compliance with standards during its creation and transmission. The student acquires basic theories and becomes familiar with relevant ethical codes. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.</p> <p>Acquired knowledge: The student will gain knowledge of vocabulary in the field of advertising ethics in German. He receives them mainly on the following topics: advertising, promotion, communication, commercial and non-commercial advertising, communication ethics, advertising resistance.</p> <p>Acquired skills: The student acquires basic and general and professional language skills at language level C1. The student will acquire the skill of resisting advertising in German. The student can express the difference between ethical and unethical advertising in German.</p> <p>Acquired competences: They will acquire the competence of argumentation in these areas in an international context. Students will strengthen their language and lexical competencies.</p>	
<p>Course content: Advertising, promotion, communication. Advertising and psychology.</p>	

<p>Advertising versus ethics. Ethical attributes of advertising. Commercial and non-commercial advertising. Communication ethics. Ethics in the media. Education for resistance to advertising. Forms and institutions of ethical self-regulation in advertising. Advertising Council, Meaning and History of Codes of Ethics. Code - Principles of ethical advertising practice. International code of ethics.</p>												
<p>Recommended literature: JANICH, N.: Werbesprache. Ein Arbeitsbuch. Tübingen : Gunter Narr, 2005. SCHWEIGER, G./ SCHRATTENECKER, G.: Werbung. Eine Einführung. Tübingen : UTB, 2005, s. 376. ISBN 3-8252-1370-6 STÖCKL, H.: Werbekommunikation – Linguistische Analyse und Textoptimierung. In: Knapp, K.: Angewandte Linguistik. Tübingen und Basel : A. Francke, 2004, s. 233-254. ISBN 3-8252-8276-7. WAGNER, K. R.: Pragmatik der deutschen Sprache. Frankfurt am M. : Peter Lang, 2001. FINKBEINER, R.: Einführung in die Pragmatik. Darmstadt: Wissenschaftliche Buchgesellschaft, 2015. ISBN: 978-3-534-26036-2</p>												
<p>Language which is necessary to complete the course: Slovak and german language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
<p>Course evaluation: Total number of evaluated students: 0</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>100 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> <td>0 %</td> </tr> </tbody> </table>	A	B	C	D	E	FX	100 %	0 %	0 %	0 %	0 %	0 %
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<p>Lecturers: PhDr. Zuzana Karabinošová</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

Course description - Professional Terminology in a Foreign Language/RL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/OTRJ/10	Course title: Professional Terminology in a Foreign Language/ Russian Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 1.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide students with the necessary knowledge of the theory of semantics, lexicology and lexicography with a focus on the professional Russian language. The activation of lexical and professional knowledge also plays an important role. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.</p> <p>Acquired knowledge: The student gains knowledge on the topics of the Russian language: the theory of semantics, lexicology and lexicography. He will acquire knowledge of pragmatics and professional terminology.</p> <p>Acquired skills: The student will acquire professional language skills. The student acquires professional vocabulary in Russian.</p> <p>Acquired competences: The student will strengthen his lexical competencies. The student will strengthen their language competence. The student will strengthen the competence of abstract thinking.</p>	
<p>Course content: Semiotics and the semantic triangle. Semantic paradigmatics.</p>	

Professional competence. Professional language. Terminography and lexicography. Differentiation of words. Computer and terminological work. Descriptive and prescriptive terminological work. Prototype semantics. Metaphor and metonymy. Textuality. Pragmatics and professional terminology.												
Recommended literature: DEKANOVA, E. ONDREJČEKOVÁ, E.: Ruština pre vysoké, stredné a jazykové školy. Enigma, 2006. CSIRIKOVÁ, M., VYSLOUŽILOVÁ, E. 2002. Ruština v praxi. Praha: LEDA. 271 s. ISBN 80-7335-009-2 ZACHAROVA E.V.: Vvedenie v občestvovedenie: Občestvo. Kul'tura. Civilizacia. Moskva, 1999 VACKOVÁ, J. a kol. Ruština pro pokročilé. Praha: LEDA, 2003. 384 s. ISBN 80-73350-13-0.												
Language which is necessary to complete the course: Slovak and russian language												
Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours												
Course evaluation: Total number of evaluated students: 0												
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Lecturers: Mgr. Klára Tomášová												
Date of last change: 01.08.2022												
Approved by: prof. PhDr. Vojtech Slomski, PhD.												

Course description - Etiquette and Diplomacy in a Foreign Language/RL

University/College: College of International Business ISM Slovakia in Prešov	
Faculty/ workplace: Center for professional language training	
Code: COJP/EDRJ/10	Course title: Etiquette and Diplomacy in a Foreign Language /Russian Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 2.	
Cycle of study: 2.	
Prerequisites:	
Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.	
Learning outcomes: The educational output is to convey to students the conceptual apparatus of etiquette and social and diplomatic protocol. Students will learn to distinguish the concepts of etiquette and diplomatic protocol in contact with domestic and foreign partners. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.	
Acquired knowledge: The student gets acquainted with the conceptual apparatus of etiquette, social and diplomatic protocol in Russian. The student will gain knowledge about the realities of social and diplomatic protocol in Russian.	
Acquired skills: The student will acquire skills in the field of self-expression in the field of etiquette and diplomatic protocol in Russian. The student can communicate in Russian on the topics of etiquette and diplomatic protocol. The student knows how to use the Russian language in practice in the field of social and diplomatic protocol.	
Acquired competences: The student will strengthen his lexical competencies. The student will strengthen his interpersonal competence.	
Course content: Morality, ethics and etiquette.	

<p>Primary social impressions. Establishing social contacts. Greeting, introducing, addressing, titling. Socializing on various occasions Business trip at home and abroad. Hygiene and clothing for various occasions, social and cultural events. Business negotiations. Fundamentals of diplomacy. Diplomatic correspondence. Etiquette and diplomatic protocol. Model situations and practical exercises.</p>												
<p>Recommended literature: CSIRIKOVÁ, M., VYSLOUŽILOVÁ, E. 2002. Ruština v praxi. Praha: LEDA. 271 s. ISBN 80-7335-009-2. MROVĚCOVÁ, L. 2007. Obchodní ruština. Brno: Computer Press. 463 s. ISBN 978-80-251-1598-5 KOZLOVÁ, T. a kol. 2008. Договорились! Obchodujeme, podnikáme a komunikujeme v ruštině. Plzeň: FRAUS. 473 s. ISBN 978-80-7238-787-8. ZACHAROVA E.V.: Vvedenie v občestvovedenie: Obščestvo. Kul'tura. Civilizacia. Moskva, 1999. VACKOVÁ, J. a kol. Ruština pro pokročilé. Praha: LEDA, 2003. 384 s. ISBN 80-73350-13-0.</p>												
<p>Language which is necessary to complete the course: Slovak and english language</p>												
<p>Notes: Student workload: 120 hours. Combined education: 30 hours Preparation and presentation of the semester work (thesis): 25 hours Analysis of learning portals and applications: 15 hours. Self-study: 50 hours</p>												
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<p>Lecturers: Mgr. Klára Tomášová</p>												
<p>Date of last change: 01.08.2022</p>												
<p>Approved by: prof. PhDr. Vojtech Slomski, PhD.</p>												

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Faculty/ workplace: Center for professional language training	
Code: COJP/ERRJ/19	Course title: Ethics of Advertising/Russian Language (elective compulsory course, non-profile course)
Type, scope and method of educational activity: seminar 2 per week on-campus	
Number of credits: 4	
Recommended semester: 3.	
Cycle of study: 2.	
Prerequisites:	
<p>Conditions for passing the course: During the semester, the student actively participates in lectures, works with the recommended literature and presents his knowledge in the course of a joint discussion. Part of the assessment is a semester's work according to the teacher's assignment, an assessment of the students' activity and participation in the exercises, and a final written exam. To successfully pass the subject, you must score at least 51 points = 50% of the success criteria for the EP. Credits will not be awarded to a student who does not meet the required criteria. The final grade consists of the results obtained in the interim assessment. The assessment method consists of: semester's work (20%) activity and participation of students in exercises (20%) final written test (60%) The assessment is carried out according to the classification scale A, B, C, D, E, FX according to the Study Order VŠMP ISM Slovakia in Presov.</p>	
<p>Learning outcomes: The educational outcome is to provide students with communication in a foreign language with an emphasis on the ethics of advertising, on compliance with standards during its creation and transmission. The student acquires basic theories and becomes familiar with relevant ethical codes. Teaching in a foreign language is intended to prepare students for the professional language requirements of practice or study in the country of the target language. The aim of the subject is to acquire the basic habits and skills of a professional language at language level C1.</p> <p>Acquired knowledge: The student will gain knowledge of vocabulary in the field of advertising ethics in Russian. He receives them mainly on the following topics: advertising, promotion, communication, commercial and non-commercial advertising, communication ethics, advertising resistance.</p> <p>Acquired skills: The student acquires basic and general and professional language skills at language level C1. The student will acquire the skill of resisting advertising in Russian. The student can express the difference between ethical and unethical advertising in Russian.</p> <p>Acquired competences: They will acquire the competence of argumentation in these areas in an international context. Students will strengthen their language and lexical competencies.</p>	
<p>Course content: Advertising, promotion, communication. Advertising and psychology.</p>	

<p>Advertising versus ethics. Ethical attributes of advertising. Commercial and non-commercial advertising. Communication ethics. Ethics in the media. Education for resistance to advertising. Forms and institutions of ethical self-regulation in advertising. Advertising Council, Meaning and History of Codes of Ethics. Code - Principles of ethical advertising practice. International code of ethics.</p>												
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