

## **Course descriptions**

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## COURSE DESCRIPTION

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| <b>Academic year:</b> 2026/2027                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                   |
| <b>University:</b> Comenius University Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                   |
| <b>Faculty:</b> Faculty of Arts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                   |
| <b>Course ID:</b><br>FiF.KS/A-boSO-038/22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Course title:</b><br>Basics of Market Research |
| <b>Educational activities:</b><br><b>Type of activities:</b> lecture / seminar<br><b>Number of hours:</b><br><b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14<br><b>Form of the course:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                   |
| <b>Number of credits:</b> 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                   |
| <b>Recommended semester:</b> 5., 15.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                   |
| <b>Educational level:</b> I.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                   |
| <b>Prerequisites:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                   |
| <b>Course requirements:</b><br>a) during the semester (40 points): approximately in the middle of the semester, a written test on selected topics (40 points)<br>b) in the examination period (60 points): a written essay on a selected topic.<br><b>Grading scale:</b><br>0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A<br>The teacher will accept a maximum of two absences with documentation.<br>The exact date for continuous evaluation and the topic of the paper will be announced at the beginning of the semester. The deadlines for the final essay will be announced through AIS no later than in the last week of the instruction period.<br><b>Scale of assessment (preliminary/final):</b> 40/60<br><b>Scale of assessment (preliminary/final):</b> 40/60 |                                                   |
| <b>Learning outcomes:</b><br>The aim of the course is to present the most important concepts, terminology and procedures in commercial market research. Upon successful completion of the course, the students master the basic approaches and procedures in market research, they will be able to write a survey assignment and evaluate the criteria of the survey, or the suitability of individual procedures with respect to the research problem and question.                                                                                                                                                                                                                                                                                                                    |                                                   |
| <b>Class syllabus:</b><br>1.Basic Concepts in Market Research<br>2.Sampling and Sample Size<br>3.Basic Principles and Applications of Qualitative Methods in Market Research<br>4.Basic Principles and Applications of Quantitative Methods in Market Research<br>5.Mixed Methods in Market Research<br>6.Basic Laws of Marketing Communication<br>7.Basic Concepts: Brand, Visibility, Brand Growth<br>8.Satisfaction and Loyalty<br>9.Monitoring of Advertising Communication<br>10.Research Brief                                                                                                                                                                                                                                                                                    |                                                   |

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|-----|------|------|
| 11.Emotions and Rationality in Consumer Behavior<br>12.Ethical Principles in Market Research<br>13.How to Write a Report in Commercial Market Research                                                                                                                                                                                                                                                                          |       |       |     |      |      |
| <b>Recommended literature:</b><br>RICHTEROVÁ, Kornélia. Úvod do výskumu trhu. Bratislava: Sprint 2, 2013. ISBN 978-80-89393-95-4<br>FORET, Miroslav. Marketingový průzkum: poznáváme svoje zákazníky. Brno: BizBooks, 2012<br>PLÁVKOVÁ, Oľga a Jozef KOŠTA. Sociologické metódy prieskumu trhu. Bratislava: Ekonóm, 2005. ISBN 80-225-2075-6<br>ZIKMUND, William G., et al. Marketing research. Sydney: Cengage Learning, 2014. |       |       |     |      |      |
| <b>Languages necessary to complete the course:</b><br>Slovak/English                                                                                                                                                                                                                                                                                                                                                            |       |       |     |      |      |
| <b>Notes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |       |       |     |      |      |
| <b>Past grade distribution</b><br>Total number of evaluated students: 92                                                                                                                                                                                                                                                                                                                                                        |       |       |     |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                               | B     | C     | D   | E    | FX   |
| 47,83                                                                                                                                                                                                                                                                                                                                                                                                                           | 27,17 | 13,04 | 8,7 | 2,17 | 1,09 |
| <b>Lecturers:</b> Mgr. Pavol Baboš, PhD.                                                                                                                                                                                                                                                                                                                                                                                        |       |       |     |      |      |
| <b>Last change:</b> 15.05.2026                                                                                                                                                                                                                                                                                                                                                                                                  |       |       |     |      |      |
| <b>Approved by:</b> prof. PhDr. Gabriela Lubelcová, CSc.                                                                                                                                                                                                                                                                                                                                                                        |       |       |     |      |      |

## COURSE DESCRIPTION

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| <b>Academic year:</b> 2026/2027                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                       |
| <b>University:</b> Comenius University Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                       |
| <b>Faculty:</b> Faculty of Arts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                       |
| <b>Course ID:</b><br>FiF.KS/A-AmoSO-07/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Course title:</b><br>Comparative Political Economy |
| <b>Educational activities:</b><br><b>Type of activities:</b> lecture / seminar<br><b>Number of hours:</b><br><b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14<br><b>Form of the course:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                       |
| <b>Number of credits:</b> 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                       |
| <b>Recommended semester:</b> 2., 16.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                       |
| <b>Educational level:</b> II.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                       |
| <b>Prerequisites:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                       |
| <b>Course requirements:</b><br>a) During the semester: submission of papers on selected issues (30 points).<br>b) In the examination period: written test (70 points).<br>The student will be entitled to participation in the test under the condition that s/he will receive at least 15 points during the semester. A violation of academic ethics will be punished and the student will lose all received points in the relevant assessment.<br>Grading scale: 0-59: FX, 60-67: E, 68-75: D, 76-83: C, 84-91: B, 92-100: A.<br>The teacher will accept a maximum of two absences, supported by appropriate documents. The exact date for continuous assessment during the semester and the topics of the paper will be announced at the beginning of the semester. The dates for the final test will be announced through AIS no later than in the last week of the teaching period.<br>Scale of assessment (preliminary/final): 30/70 |                                                       |
| <b>Learning outcomes:</b><br>Students will gain knowledge of fundamental concepts and theoretical and methodological approaches needed for conducting comparative analysis in the various thematic fields, including welfare states regimes, labour markets, wage development, working conditions, Students will become familiar with current socio-economic trends and will understand and able to use various sources of comparative data.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                       |
| <b>Class syllabus:</b> <ol style="list-style-type: none"> <li>1. Introduction to comparative political economy</li> <li>2. Faces of capitalism in developed countries</li> <li>3. Forms of collective solidarity: types of welfare states</li> <li>4. Social inequalities: current issues and challenges</li> <li>5. Data sources for comparative analyses</li> <li>6. Politics of income redistribution and their consequences</li> <li>7. Labour markets and their regulations</li> <li>8. Unemployment as a social and political problem</li> <li>9. „Good jobs“ vz. „bad jobs“</li> <li>10. Wages as an objet of political decision-making</li> </ol>                                                                                                                                                                                                                                                                                  |                                                       |

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| 11. Forms of unionization and their development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |       |       |      |      |
| 12. Actual trends in global economy and their reflections in public policies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |       |       |       |      |      |
| <b>Recommended literature:</b><br>BOHLE, Dorota and GRESKOVITS, Béla. Capitalist Diversity on Europe's Periphery. Cornell University Press, 2012. ISBN 978-0-8014-6566-6.<br>CASTLES, Francis, G. et al (eds.). The Oxford Handbook of the Welfare State. Oxford: Oxford University Press, 2010. ISBN 978-0-19-957939-6.<br>HANCKÉ, Bob (ed.). Debating Varieties of Capitalism: A Reader. Oxford: Oxford University Press, 2009. ISBN 978-0-19-956966-3. IVERSEN, Torben. Capitalism, Democracy and Welfare. Cambridge: Cambridge University Press, 2005. ISBN 978-0-521-61307-1. WEINGEST, Barry R. and Donald A. Wittman (eds.). The Oxford Handbook of Political Economy. Oxford: Oxford University Press, 2006. ISBN 978-0-19-927222-8.<br>Supplementary reading materials and the extended course syllabus will be provided at the beginning of the semester and made available throughout the duration of the semester. |       |       |       |      |      |
| <b>Languages necessary to complete the course:</b><br>Slovak / English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |       |       |      |      |
| <b>Notes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |       |       |      |      |
| <b>Past grade distribution</b><br>Total number of evaluated students: 51                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |       |       |      |      |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | B     | C     | D     | E    | FX   |
| 33,33                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 23,53 | 23,53 | 11,76 | 1,96 | 5,88 |
| <b>Lecturers:</b> doc. Mgr. Daniel Gerbery, PhD., prof. PhDr. Ján Sopóci, CSc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |       |       |      |      |
| <b>Last change:</b> 24.05.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |       |       |      |      |
| <b>Approved by:</b> prof. PhDr. Ján Sopóci, CSc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |       |       |       |      |      |

## COURSE DESCRIPTION

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| <b>Academic year:</b> 2026/2027                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                        |
| <b>University:</b> Comenius University Bratislava                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                        |
| <b>Faculty:</b> Faculty of Arts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                        |
| <b>Course ID:</b><br>FiF.KS/A-AboSO-16/22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Course title:</b><br>History of Classical Sociology |
| <b>Educational activities:</b><br><b>Type of activities:</b> lecture / seminar<br><b>Number of hours:</b><br><b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14<br><b>Form of the course:</b> on-site learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                        |
| <b>Number of credits:</b> 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                        |
| <b>Recommended semester:</b> 2., 16.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                        |
| <b>Educational level:</b> I.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                        |
| <b>Prerequisites:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                        |
| <b>Course requirements:</b><br>a) to continuously submit annotations of assigned literature for each seminar on classical sociology during the teaching period (30 points)<br>b) during the examination period: written test (70 points)<br>The condition for admission to the exam is the achievement of min. 10 points from the ongoing evaluation.<br>Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item.<br>Classification scale: 100-92: A 91-84: B 83-76: C 75-68: D 67-60: E 59-0: FX<br>The teacher accepts max. 2 absences with proven documents.<br>The exact date and topic of the mid-term evaluation will be announced at the beginning of the semester.<br>Exam dates will be published via AIS no later than the last week of the teaching section.<br>Scale of assessment (preliminary/final): 30/70                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                        |
| <b>Learning outcomes:</b><br>Upon completion of the course, students will possess knowledge of the origins of sociology as a science and will be able to understand concepts in contemporary sociology that are rooted in classical sociology. The course prepares students for further study in the field—not only in the history of sociological thought but also in sociological theories and research methods, which students will be able to perceive in their developmental dynamics.<br>The course is divided into two blocks. In the first block, students will be able to identify the historical circumstances surrounding the formation of sociology as a science and address questions regarding why classical sociology is considered "classical" and its relationship to contemporary sociological knowledge. This section introduces the fundamental perspectives through which classical sociology can be studied. In the second block, students will become familiar with key figures in sociology (Weber, Durkheim, Simmel, Marx), as well as the currents and paradigms of sociological thought (positivism, Marxism, functionalism, psychologizing sociology, and the sociology of knowledge), including the origins of sociology in Central Europe. They will gain knowledge of the first major sociological studies and the issues involved in the formation of quantitative and qualitative |                                                        |

empirical sociology and its main methodological paradigms within the context of the evolution of theoretical sociological thought.

**Class syllabus:**

**Block I**

- 1) Introduction to the study of the history of sociology: Why is classical sociology classical and why is it good to know it even today? Institutional and discursive form of science
- 2) Historical circumstances of the formation of social sciences, the so-called small and large sociology, sociological centers and sociological peripheries

**Block II**

- 3) A. Comte and the Heirs and Critics of Positivism (Not Only in Sociology)
- 4) K. Marx and Marxism
- 5) E. Durkheim in France and his influence
- 6) M. Weber and G. Simmel in Germany
- 7) Organicism of H. Spencer in Great Britain
- 8) The beginnings of American sociology (University of Chicago, G. H. Mead)
- 9) Psychologism in sociology (G. Tarde, S. Freud, V. Pareto)
- 10) The Phenomenological Sociology of A. Schutz
- 11) Central Europe: Cultural Sociology by F. Znaniecki in Poland, Sociology of Knowledge by K. Mannheim in Hungary, Phenomenological Sociology by A. Schutz in Austria
- 12) The beginnings of Czech and Slovak sociology
- 13) Major sociological researches of the classical period (significance of P. F. Lazarsfeld)

**Recommended literature:**

JANÁK, Dušan. Klasická sociologie ve střední Evropě: mezi centrem a periferií. Praha: SLON, 2018. Studijní texty. ISBN 978-80-7419-278-4.

KELLER, Jan. Dějiny klasické sociologie. Vyd. 2. Praha: Sociologické nakladatelství, 2005. Studijní texty. ISBN 80-86429-52-0.

CUIN, Charles-Henry a François GRESLE. Dějiny sociologie. Praha: SLON, 2008. Studijní texty. ISBN 978-80-86429-33-5.

JANDOUREK, Jan. 2010. Čítanka sociologických klasiků. Praha: Grada. ISBN 978-80-247-2934-3.

NEŠPOR, Zdeněk R. Dějiny české sociologie. Praha: Academia. ISBN: 978-80-200-2355-1. „Exkurz: Počátky sociologického myšlení na Slovensku“, s. 61-63.

JEŘÁBEK, Hynek. Slavné sociologické výzkumy (1899-1949). Praha: Karolinum. ISBN 978-80-7419-165-7. kapitola 2. s. 43–78.

Additional literature and the extended course syllabus will be presented at the beginning of and throughout the semester.

**Languages necessary to complete the course:**

Slovak/English

**Notes:**

**Past grade distribution**

Total number of evaluated students: 240

| A     | B     | C     | D     | E     | FX    |
|-------|-------|-------|-------|-------|-------|
| 10,83 | 21,25 | 21,67 | 20,42 | 15,42 | 10,42 |

**Lecturers:** doc. PhDr. Dušan Janák, PhD.

**Last change:** 15.05.2026

**Approved by:** prof. PhDr. Gabriela Lubelcová, CSc.