

COURSE DESCRIPTION

Name of the higher education institution: <i>University of Presov</i>	
Name of the faculty/university workplace: <i>Faculty of Management and Business</i>	
Course code: <i>7KTH/DEK-D-THKA/26</i>	Course title: <i>History of Culture</i>
Type, scope and method of educational activity: <i>Type of educational activities: lectures and seminars</i> <i>Scope of training activities: 1 hour lecture per week; 1 hour seminar per week</i> <i>Method of learning activities: Combined; max. 30 % distance learning, via MS Teams, Moodle or other applications and platforms</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st year, 2nd semester; 2nd year, 4th semester</i>	
Degree of study: <i>1.</i>	
Prerequisites: <i>-</i>	
Conditions for passing the course: <i>Method of evaluation and completion of the course:</i> <i>Continuous evaluation</i> <i>The condition for successful completion of the course:</i> <i>Course assessment and completion: continuous assessment (classified)</i> <i>a)</i> <i>systematic work in the lesson according to the teacher's instructions</i> <i>b)</i> <i>elaboration, presentation, and submission of a semester project on a given issue according to the instructions of the teacher - 15 points (30% of the course evaluation)</i> <i>c)</i> <i>passing a written test at the end of the semester - 35 points (70% of the course evaluation)</i> <i>The student must develop, present, and submit a semester project to participate in a written test and thus obtain an overall assessment and credits based on the criteria of success. The condition for successful completion of the course is to obtain the final sum of points from the sub-assessment activities (activities carried out during the semester, processing of term papers, etc.) and the final written test of at least 25 points (which represents 50% of the total score) and to fulfill the conditions of participation according to the Study Regulations.</i> <i>The success criteria for the classification levels are as follows:</i> <i>A: 100.00 - 90.00%; B: 89.99 - 80.00%; C: 79.99 - 70.00%; D: 69.99 - 60.00%; E: 59.99 - 50.00%; FX: 49.99 and less% at least 50%. A student who obtains less than 50% will be graded FX.</i> <i>Completion of the course is conditioned by successful completion of the set conditions and fulfillment of the conditions of participation according to the Study Rules of the University of Presov.</i>	
Learning outcomes: <i>The graduate of the course History of Culture will have the ability to know and understand the area, while having the following qualification standards:</i> <i>Knowledge:</i> <ul style="list-style-type: none"> <i>- Can define and identify selected architectural styles, and describe their characteristics in the fields of architecture, painting, and sculpture,</i> <i>- Can identify the characteristics of individual styles in selected significant monuments in</i> 	

Slovakia,

- Has a general understanding of culture and the arts and can express opinions and engage in discussions on these topics,
- Has an overview of significant figures in the arts and can associate them with a style and identify their most famous works,
- Has knowledge regarding the use of monuments for tourism purposes,
- Understands the need to protect monuments for future generations and for tourism purposes, formulates and defends their opinion on the connection between art and tourism.
- Acquire knowledge on how to filter the vast amount of culture-related information and distinguish it for application in tourism (tour guide – commentary, brochure, cultural tourism product, as part of a tourism package, etc.)

Skills:

- Can apply cultural elements to meet the needs of tourism (promotional materials, development of specific products, and presentation of tourist destinations),
- Can assess the appropriateness of and provide reasons for integrating cultural and tourism issues into other subjects,
- Applies acquired knowledge and skills in the field of cultural projects or events to support sustainable tourism development,
- Is able to identify selected styles and describe their elements during practical field exercises.

Competencies:

- Has the ability to work both independently and in a team,
- Acquires the ability to continue learning in the given field (as required by practice),
- Independently identifies and resolves professional problems in the area of the intersection of culture and tourism,
- Has the ability to meet deadlines and comply with prescribed requirements when creating projects, products, and necessary materials related to culture and tourism

Course content:

1. Basic concepts from the field of culture.
2. Protection of cultural monuments, selected international organizations.
3. Culture and monuments in antiquity and their use in tourism.
4. Monuments from the Romanesque style and their use in tourism.
5. Monuments from the Gothic period and their use in tourism.
6. Monuments from the Renaissance period I. and their use in tourism.
7. Monuments from the Baroque period and their use in tourism.
8. Monuments from the period of classicism and their use in tourism.
9. "IZMY" of the 19th century I. and the use of their monuments in tourism.
10. "IZMY" of the 19th century II. and the use of their monuments in tourism.
11. Development of art in the 20th century I. and the use of monuments in tourism.
12. Development of art in the 20th century II. and the use of monuments in tourism.
13. Modern art and its use in tourism.

Recommended literature:

JOHNSON, G. A., (2026). *Art History Now: Objects, Concepts, Approaches*. Routledge. 2026. ISBN 9781032915180.

STATMAN, H. H. (2019). *History of Architecture*. 2019. Available on: https://ignca.gov.in/Asi_data/496.pdf

TAN, B. A. & S. G. KAE, (2025). *Chronology of Architecture*. 2025. Available on: https://www.scribd.com/document/611447678/Chronology-of-Architecture#google_vignette

TÜRKMEN, F., (2020). *Cultural Heritage and Tourism*. New York: Peter Lang GmbH. 2020. ISBN 978-3-631-84245-4. E-ISBN 978-3-631-84246-1. Available on: <file:///C:/Users/mrvca/Downloads/BrandIdentityandBrandManagement.pdf>

Language which is necessary to complete the course: *English Language*

Notes:

Distribution of student workload:

20 % – direct teaching activities (lectures, seminars)

50 % – independent student work (preparation for seminars, preparation of seminar papers, work on midterm assessment assignments)

30 % – self-study and preparation for the final assessment

Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.

In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).

Course evaluation:

Total number of evaluated students: -

<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>FX</i>

Lecturers:

Lecturers: doc. Ing. Kristína Šambronská, PhD.

Seminar leader: doc. Ing. Kristína Šambronská, PhD.

Date of last change: *01. 03. 2026*

Approved by: *doc. Ing. Anna Šenková, PhD.*