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**BSc Media and Communication**

**Syllabus**

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| **Subject** | **Information Technology** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| Mandatory () | 2 | 4 | 90INT155 |
| **Course Lecturer** | Dr. Besnik Skenderi, | | | |
| **Course Assistant** |  | | | |
| **Course Tutor** |  | | | |
| **Aims and Objectives** | Prepare students to use IT independently in order to accomplish their tasks on working place like TV station, e-portal.  Moreover, students will learn to use available credible information that are available online and they will learn to conduct researches  Students will learn to edit video and pictures. | | | |
| **Learning Outcomes** | **Security concepts**  Data threats  Value of information  Personal security  **File security**  Malware  Definition and functions  Types of malware  Protection  **Network security**  **Safe use of Web**  **Safe data management**  **ICT BASIS**  **Operating systems**   * Differences between “Open Source and Closed Source” * Customization in Windows10 and working with Live ID * Users and privacy * Working with apps * File management   **Text processing**   * Use of programme * Create documents and format them * Automatic content * References * Index and sections * Mail Merge * One Drive * Preparing outputs   **Office 365**  Online Collaboration  Microsoft Sway and Microsoft Forms  **Presentations**   * Work with presentations and save them in different formats. * Select standard in-app functions such as the help function to increase productivity. * Use different presentation layouts, select layouts, different slide designs. * Insert, edit and format text in the presentation. Applying a good practice in using the same headings in slides. * Selection, creation and formatting of graphs to present clear information. * Upload photos, images, drawing objects and edit them. * Adds Transition Animations and Effects to a presentation as well as checks and corrects the content before the presentation is printed and distributed. * Setting 3D views   **Communication and impact of social networks**   * Understand what social media is and recognise the main features of common social media tools * Understand how social media has changed the way we communicate, who is using it and why they are using it. * Be aware of the resources necessary to run an effective social media programme, the importance of measurement, maintenance and ownership of the programme. * Know the fundamentals of creating and managing social presences on common social media networks, such as, Facebook, Google+, Twitter, Blogger, YouTube, Instagram and LinkedIn * Recognise that LinkedIn has its own unique community and caters to professionals and can connect you to other ‘fire starters’. * Be aware that there are data protection issues within any social media platform, be aware about data protection and copyright issues | | | |
| **Course Content** | **Course Plan** | | | **Week** |
| Data security and ethics | | | 1 |
| Internet of Things | | | 2 |
| Operating Systems | | | 3 |
| Text processing | | | 4 |
| Letters and mailings | | | 5 |
| References | | | 6 |
| Office 365 | | | 7 |
| Microsoft Sway and Microsoft Forms | | | 8 |
| Presentations | | | 9 |
| Search engines | | | 10 |
| Social networks | | | 11 |
| e-communication and netiquette | | | 12 |
| Spreadsheets | | | 13 |
| Adobe | | | 14 |
| Final exam | | | 15 |
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| **Teaching/Learning Methods** | **Teaching/Learning Activity** | | | **Weight (%)** |
| Lectures | | | 20% |
| Seminars | | | 20% |
| Laboratory | | | 40% |
| Case studies | | | 10% |
| Role play | | | 10%- |
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| **Assessment Methods** | **Assessment Activity** | **Number** | **Week** | **Weight (%)** |
| Lab exercises | 5 | 8,9,11,12,13,14 | 20 |
| Teamwork |  |  |  |
| Midterm exam |  |  |  |
| Final Exam |  |  |  |
|  |  |  | 80% |
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| **Course resources** | **Resources** | | | **Number** |
| Clasroom (e.g) | | | 1 |
| IT Lab (e.g) | | | 1 |
| Moodle | | |  |
| Softuer Windows 10, MS Office 2019 | | |  |
| LCD Projector | | |  |
|  | | |  |
| **ECTS Workload** | **Activity** | | **Weekly hrs** | **Total workload** |
| Lectures | | 2 | 30 |
| Seminars | | 2 | 30 |
| IT Lab | | 2 | 10 |
| Practice in industry | | 2 | 30 |
|  | |  |  |
| Exam | |  |  |
| **Literature/References** | 1. Customized material prepared by lecturer, available at Moddle (online)  2. Windows 8.1, Besnik Skenderi  3. MS Word 2010 dhe MS Excel i avancuar 2010, Besnik Skenderi  4. MS Outlok dhe Internet 2007, Besnik Skenderi  5. Discovery Computers 2010 Course Technology, Shelly Cashman  E-library: <http://search.ebscohost.com/login.aspx>  Bione  [http://www.bioone.org](http://www.bioone.org/)  IMFe-Library <http://elibrary-data.imf.org/> Cambridge Journals <http://journals.cambridge.org/action/login>  Jstor Library <http://www.jstor.org/> | | | |
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