![UBT%20Baner%20Bardh[1]]()

…………………………………………………………………………………………………………………………………………………………

**BSc Media and Communication**

**Syllabus**

|  |  |
| --- | --- |
| **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 researchesStudents will learn to edit video and pictures. |
| **Learning Outcomes** | **Security concepts**Data threatsValue of informationPersonal security**File security**MalwareDefinition and functionsTypes 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 CollaborationMicrosoft 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 |
|  |  |
|  |  |
|  |  |
| **Teaching/Learning Methods** | **Teaching/Learning Activity** | **Weight (%)** |
| Lectures | 20% |
| Seminars | 20% |
| Laboratory | 40% |
| Case studies | 10% |
| Role play | 10%- |
|  | - |
|  |  |
|  |  |
| **Assessment Methods** | **Assessment Activity** | **Number** | **Week** | **Weight (%)** |
| Lab exercises  | 5 | 8,9,11,12,13,14 | 20 |
| Teamwork |  |  |  |
| Midterm exam |  |  |  |
| Final Exam |  |  |  |
|  |  |  | 80% |
|  |  |  |  |
|  |  |  |  |
| **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 Skenderi3. MS Word 2010 dhe MS Excel i avancuar 2010, Besnik Skenderi 4. MS Outlok dhe Internet 2007, Besnik Skenderi5. Discovery Computers 2010 Course Technology, Shelly CashmanE-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/> |
| **Contact** | Besnik.skenderi@ubt-uni.net |