

# UNIVERSITY OF SS. CYRIL AND METHODIUS IN TRNAVA

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**Ůcm**  
FACULTY  
OF MASS MEDIA  
COMMUNICATION

**Ůcm**  
FACULTY  
OF ARTS

**Ůcm**  
FACULTY  
OF NATURAL  
SCIENCES

**Ůcm**  
FACULTY  
OF HEALTH  
SCIENCES

**Ůcm**  
FACULTY  
OF SOCIAL  
SCIENCES

**Ůcm**  
INSTITUTE  
OF MANAGEMENT

2023



# Trnava

- Western Slovakia
- 45 km from Capital City Bratislava
- Excellent connection to Vienna, Prague, Budapest, etc



# Trnava

- **The first** privileged **royal town** in Slovakia
- **The 7th biggest town** of Slovakia with the population over 65 000 people
- Beautiful **old** town full of attractive **historical and religious sites**





# Trnava

- Nicknamed „**LITTLE ROME**“ famous for well-preserved city center with **over 13 churches**.
- „**UNIVERSITY TOWN**“- three universities in such a small area
- „**CITY OF BIKES**“



# UCM History



- Established 1st August 1997
- 2022 celebrating a **quarter of a century**
- **Young** and **dynamic** university
- With **25 years** of existence/tradition
- **The biggest** university in Trnava



# UCM History

- Named after the **patrons of education** (the scholars Constantine and Methodius)
- Proudly following and developing the **cultural legacy of Great Moravia**,
- **The first** university in Slovakia where students could study mass media and marketing communication



# Present



## NEW RECTOR OF UCM

Prof. Mgr. Katarína Slobodová Nováková, PhD

## UCM MISSION STATEMENT

*„To protect and spread knowledge and develop education based on scientific knowledge and creative scientific and artistic activity, in the spirit of national and universal humanistic and democratic traditions.“*

# Present

**146**

Number of accredited study programs

**5520**

Number of students

**17**

Number of accredited PhD. programs

**29,793**

Number of graduates



# Present

- Guaranteed rights to **habilitation** and **inauguration proceedings** in 6 fields of study.
- Clear **internationalisation strategy**
- **215 + cooperation agreements** with national and international partners

# University scientific and creative park

- The scientific and creative park of the UCM in Trnava is established for the purpose of integrating the scientific and creative infrastructure of the university into a larger whole, allowing to solve multidisciplinary scientific and creative projects and to optimize operations, including innovation and sustainable growth.



# University scientific and creative park

- The **PET positron emission tomography laboratory** is the only one in Slovakia and enables research in the field of biomedicine, pharmacy, plant biology and medical diagnostics.
- The **laboratory of genetically modified organisms** also has equipment for working with strains of specific viruses.



# University scientific and creative park

- **Anatomage** is the most technologically advanced 3D visualization system for teaching anatomy and physiology.
- The **nuclear magnetic resonance spectrometer** is the first in Slovakia used for teaching, it serves to identify organic compounds, drugs or enzymes.



# University scientific and creative park

- **Photo studios** provide a professional environment for creation for studio members focused on photography: Studio of utility photography, Studio of experimental photography, Studio of communication in the medium of photography.
- The **neuromarketing laboratory** helps to investigate customer preferences, emotions and understand the impact of various factors on consumers.
- **Research center MethodLab** specializes in research of marketing communication and consumer behavior.
- The specialized **laboratory for electronic sports** is used for scientific research tasks with the theme of streaming and e-sports, as a trainer for e-sports teams, teaching, but also events and e-sport tournaments.



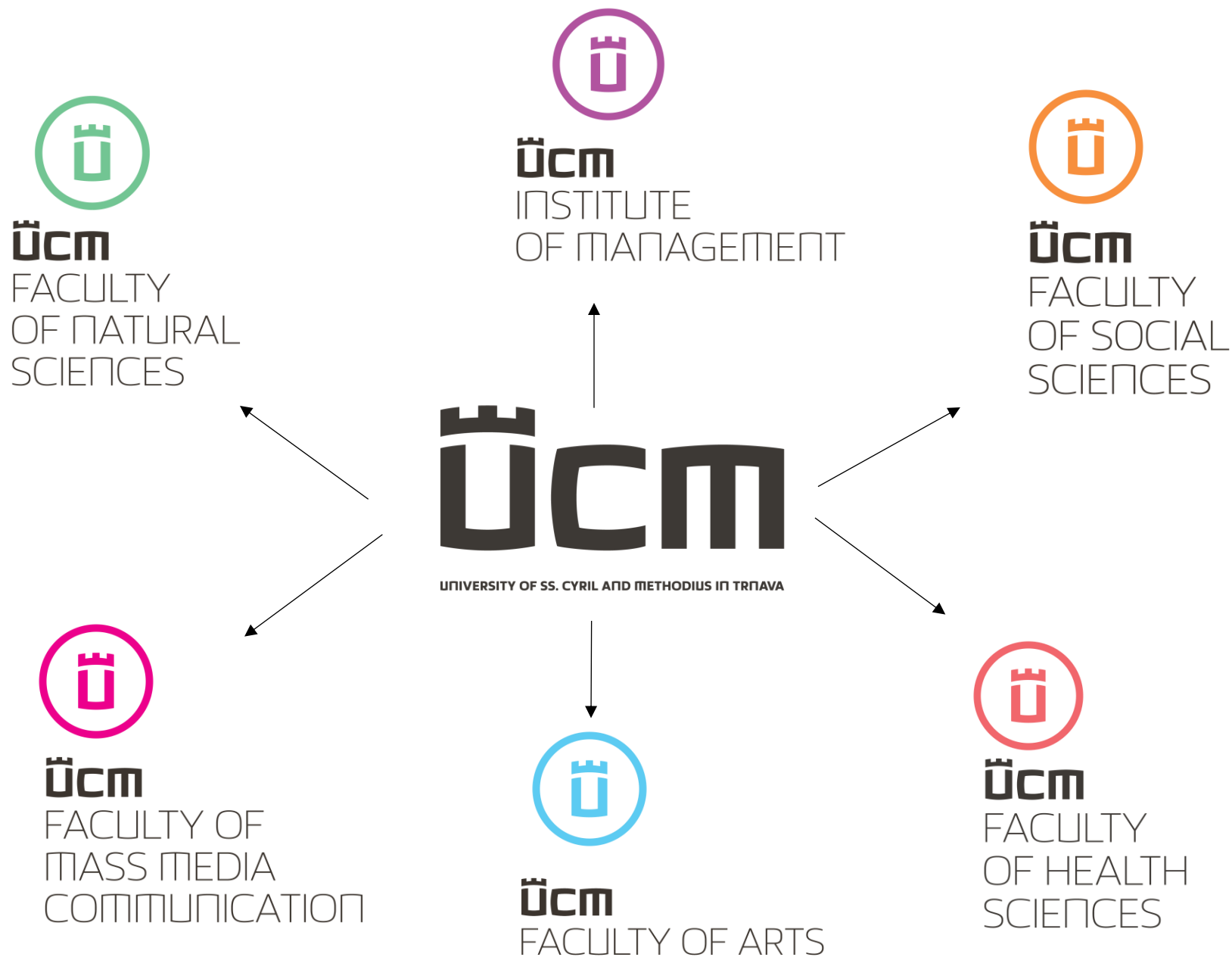
# University scientific and creative park

- The **European Center of Citizenship Excellence** - research in the field of EU expertise and teaching competencies of secondary-school teachers and tools for transferring the gained knowledge on European democracy through the teaching process to their students thus contributing to their future lives as active and conscious EU citizens .
- The **Research Center for Social Insulation and Social Development** is devoted to the area of crisis management of social services, coping strategies, development of resilience potential, and management of volunteering, especially in the context of the consequences of the COVID 19 pandemic and the area of eliminating the impacts on individuals, families and communities.

# University scientific and creative park

- The **interpreting laboratory** has digital equipment for teaching foreign languages and various interpreting techniques.





# Faculty of Natural Sciences





# Faculty of Natural Sciences

## Study programmes:

- Applied informatics
- Chemistry
- Biotechnology
- Applied Biology
- Applied Chemistry
- Applied Analytical and bioanalytical chemistry
- Molecular Biology
- Biomedical chemistry

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# Science & research



## Research area:

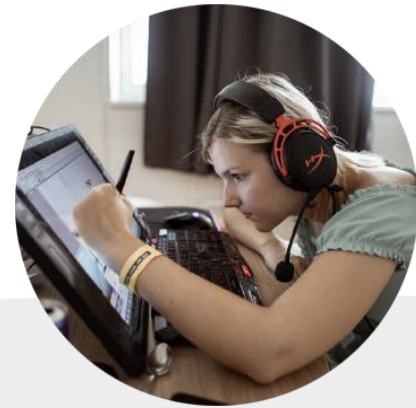
Analytical and bioanalytical chemistry, molecular biology, modern biotechnologies, plant biotechnologies, environmental biotechnologies, radioecology and nuclear analysis, environmental engineering, biophotonics and their applications for the environment and biomedicine, informatics with an orientation to computer networks, graphic and multimedia applications and information security.



# Science & research

## Research projects:

- The Future is in Applied Artificial Intelligence (FAAI)
- Algorithm of collective intelligence: Interdisciplinary study of swarming behavior in bats
- Magnetoactive metal complexes as molecular magnets and nano switches
- Long-term strategic research into the prevention, intervention and mechanisms of obesity and its comorbidities
- Supporting business investment in research and innovation and creating links and synergies between businesses, R&D centres and higher education environments
- Save Wetlands Together



# Faculty of Social Sciences





# Faculty of Social Sciences

## Study programmes:

- Public administration
- Political science
- European studies and policy
- Social services and counselling
- Social Policy





# Science & research

## Research area:

- Political sciences
- Social work

## Research Centres:

- Centre for the Support of Participation,
- Centre for crisis management and good governance and others







# Science & research

## Research projects:

- Interreg Digital Village,
- Adopting good practices to improve regional environmental or climate plans in an innovative way,
- Silver Age Academy – Safety for Seniors (SAGE)
- Innovations in local government budgeting in Slovakia,
- Environmental justice in the context of social work
- The European Centre of Citizenship Excellence
- Jean Monnet Module „LEADER“
- Literacy boost through an Operational Educational Ecosystem of Societal actors on Soil health

# Faculty of Arts





# Faculty of Arts

## Study programs:

- Ethnology
- Philosophy
- History
- Psychology
- Russian language
- English language
- German language





# Science & research

## Research

**The faculty mainly focuses on the areas in research:**

- evolutionary aspects of human behavior,
- cultural aspects of human being,
- analysis of historical events in Central Europe,
- educational process, teaching of university pedagogy,
- research in the field of literary science and cultural studies.







# Science & research

## Research projects:

- Sophia – The Pursuit of Wisdom in Adult Education
- Innovation and optimization of tools and means of teaching Slovak language outside the territory of Slovakia
- Transformation of population development in Slovakia in a regional perspective from the end of the 19th to the middle of the 20th century
- Islamophobia in the East of the European Union
- Germanistik Digital
- Jeziki štejejo / Learning languages has a high value





# Faculty of Massmedia Communication

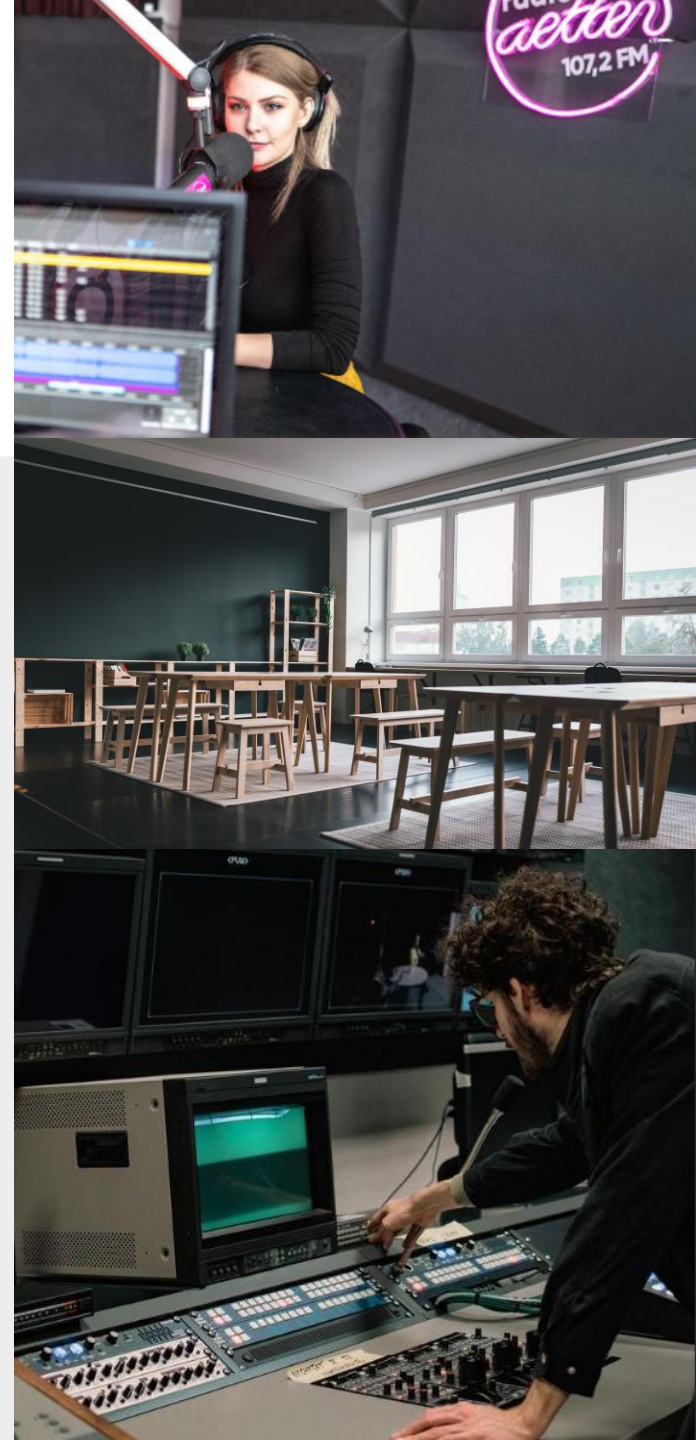




# Faculty of Massmedia Communication

## Study programmes:

- Mass Media Communication
- Marketing Communication
- Applied Media Studies
- Media Relations
- Theory of Digital Game Studies
- Media and Information Competences





# Faculty media

Radio Aetter.sk

Television Fmktv.sk

Magazine Attelier.sk





# Science & research

## Research area:

- mass media communication, marketing communication,
- applied media studies and digital game studies







# Projects

**FMK participates in various international scientific projects:**

- Critical Exploration of Media Related Risks and Opportunities Horizont for Deliberative Communication
- Central European Digital Media Observatory
- Needs of Critical Thinking
- Supporting Creativity and Creative Thinking in Marketing Communication Education
- Design Thinking as a Method of Soft Skills and Digital Skills Development in Higher Education in Increase Employability
- Increasing Digital Competencies





# VIDEO GAME STUDIO - TEDI Games

- Group of independent game developers founded in 2015 by IT and game enthusiasts.
- Our goal is to create games while gaining experience and having fun.
- We regularly participate in game jam events in Slovakia and abroad.
- Our team members have won awards in various categories. We have about 15-20 regular members and some ad-hoc contributors.



# Faculty of health sciences





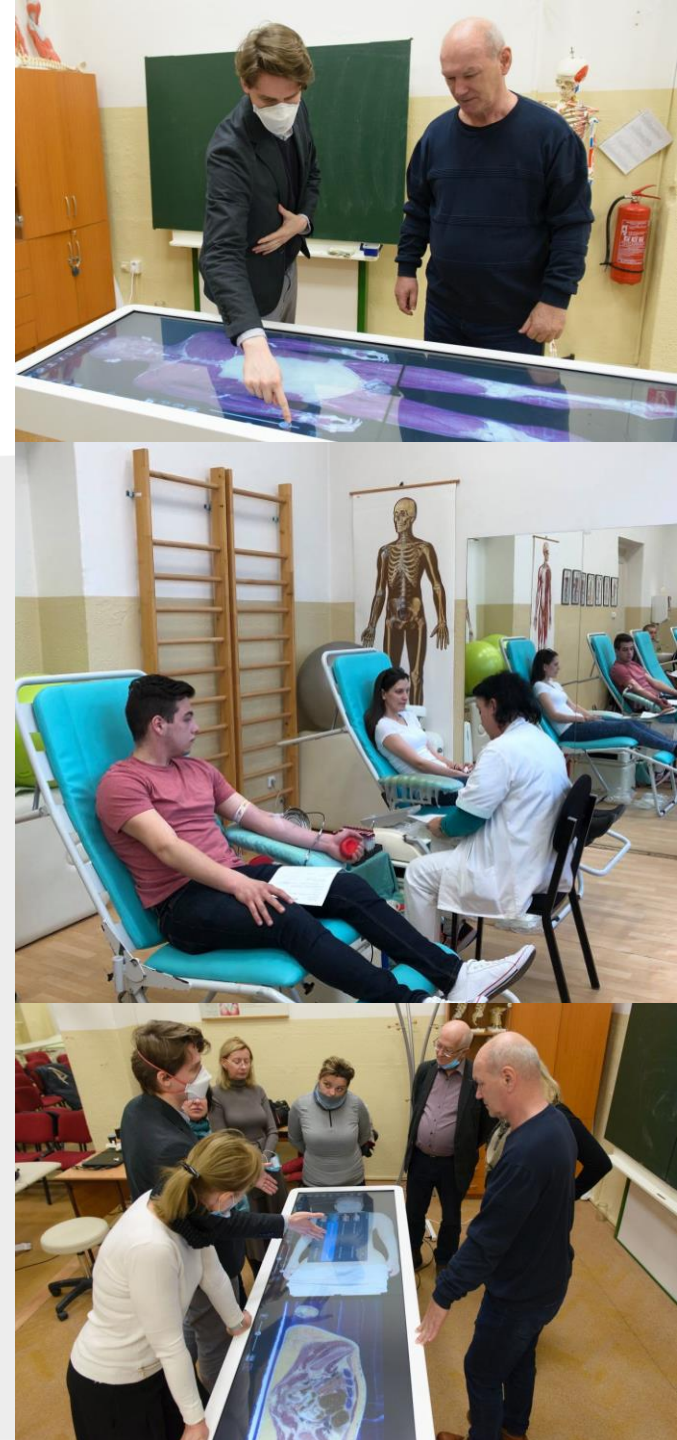
# Faculty of health sciences

## Study programs:

- Physiotherapy
- Radiological technology

## Postgraduate specialization study:

- Public health management specialist
- MPH - Master of Public Health)
- Ergothertapy for the medical profession of physiotherapist





# Institute of management





# Institute of management

- Management
- Economy
- Marketing
- Tourism Geography

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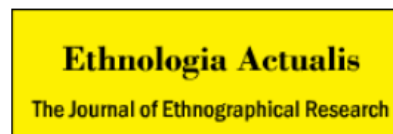
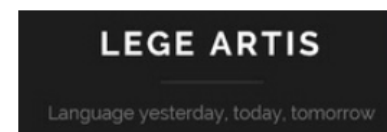
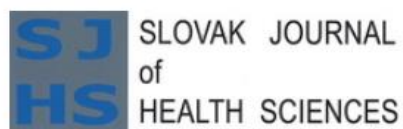




# Journals



*univerzitný časopis*  
**atteliér**



# Quality facilities and amenities

- UCM main building
  - Námestie J. Herdu serves as an administrative building, seat of the rector's office and student's dormitory



# Quality facilities and amenities

- University buildings in Trnava, Piešťany, and Špačince





# Student life in a different way

- UCM Women Volleyball team HIT
- UCM Folklore ensemble „TRNAFČAN“ representing the university across the world.
- **Project UNI BEES**- the university keeps its own bees in apiaries on the roof of the building in Hajdóczy street





# University Theatre THE.ART.RE

- The theatre allows students of all faculties to develop their talent in the positions of actor, technician, costume designer or makeup artist.







# Integration





# Integration

The two largest universities of the Trnava region – our University of Ss. Cyril and Methodius and **Trnava University** are planning integration.

## **Benefits:**

- potential for a top-quality educational offer
- top scientific research,
- more than 12,000 students,
- academic workers from the city of Trnava and the Trnava region,

**Goal:** one of the most important university centres in Slovakia



# Thank you for your attention

