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*References:* 37 *Tables:* 2 *Figures:* 3  
*Category:* Original Scientific Paper  
*Title:* EMPLOYMENT AND THE UNITY OF SOCIAL SCIENCES  
*Author(s):* Ivo Šlaus  
*Affiliation:* The World Academy of Art and Science, Dag Hammarskjöld University College for International Relations and Diplomacy Zagreb, Croatia  
*Key words:* Employment, Unity of Social, human-centered sustainable development  
*Abstract:* Employment and the Unity of Social Sciences are discussed. We argue that employment is the simplest and best indicator of human-centered sustainable and secure development.

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*References:* 6 *Tables:* 1 *Figures:* 5  
*Category:* Original Scientific Paper  
*Title:* BUSINESS INTELLIGENCE AND ANALYSIS OF SELLING IN RETAIL  
*Author(s):* Sanja Bijakšić, Brano Markić, Arnela Bevanda  
*Affiliation:* Faculty of Economy, University of Mostar, Mostar, Bosnia and Herzegovina  
*Key words:* business intelligence, analysis of selling, data warehouse, knowledge discovery, marketing plan.  
*Abstract:* Business intelligence system is a set of software solutions, among which can be singled out three subsets: queries and reports, decision support systems and executive information systems. Research and analysis of huge amounts of data using appropriate techniques and methods can in organization diagnose essential processes, identify and anticipate the direction of change, interpret financial results, classify and cluster data to model the behavior of the system, aggregate data, detect changes and deviations to the objectives, determine the correlation between variables, generate association rules. This paper presents a business intelligence system for the analysis of sales in retail as an institutional form of an exchange process. Shown are all elements of the system: transaction data stored in tables of relational database, their extraction, transformation and loading into data warehouse and the use of appropriate data mining methods for the analysis. Planning of marketing activities uses the results of the analysis with the aim of increasing the sale and profitability.

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*References:* 9 *Tables:* 2 *Figures:* 6  
*Category:* Original Scientific Paper  
*Title:* THE EDUCATIONAL PROCESS AND THE DEGREE OF INTENTIONAL LEARNING IN HEALTH CARE  
*Author(s):* Sylva Bártlová, Radka Šulistová  
*Affiliation:* Faculty of Medicine, Südböhmische Universität in České Budějovice, Czech Republic  
*Key words:* health care education, intentionality of teaching, patient care, education processes effectiveness, education of patients  
*Abstract:* This study deals with the effectiveness of the education processes with a focus on the degree of intentionality of teaching regarding hospitalized patients in the hospitals of the Czech Republic. The results were achieved in 2013 by the sociological investigation under the guise of improving the safety of patient care. One of the phenomena which was investigated in the context of this study, was the patients' point of view with respect to the effectiveness of the education by the nurses. The research sample included 514 patients from an existing group, and these patients were hospitalized in the inpatient wards of hospitals in the Czech Republic for a period of at least three days. This investigation was evaluated, which shared the transmission of information on the effectiveness of the education processes and how this sharing is directly related to the degree of the intended teaching, which, as amended by the nurses in the role of the educator, achieved the represented education. In the first part of the article, the upbringing and education of the patients treated in health care, followed by the presentation of applied research designs and study results that how it relates to the issue of education in health care. The final part of the paper focused on the analysis of the results in relationship to the degree of the intended teaching in education process.

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*References:* 20 *Tables:* 0 *Figures:* 0  
*Category:* Original Scientific Paper  
*Title:* MEDIA STUDY ON CORRELATION CONNECTION BETWEEN "LIKES" AND „VISUAL ELEMENTS OF FORM“ IN COMMUNICATION CONTENT PERCEPTION ON FACEBOOK  
*Author(s):* Mario Plenković, Darja Kupinić Gusčić, Slobodan Hadžić  
*Affiliation:* Croatian Communication Association, Zagreb, Croatia

*Key words:* Communication Science, media, visual communication, Facebook, visual elements of form, social networks

*Abstract:* Investigating the role of visual elements the authors are postulating visual elements influence on perception of the content and, consequentially, the activity of participants on Facebook pages. The authors also examine the relation between post "likes" and reach on an analysed sample, demonstrating in the process the existence of other elements which may influence the observed phenomenon and suggesting potential directions for future research. Research results confirm the prevailing importance of content's relevance to the user's interests compared to its visual presence, as well as the existence of a slight correspondence between reach and the number of "likes".

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*References:* 11 *Tables:* 1 *Figures:* 6

*Category:* Original Scientific Paper

*Title:* VISUAL PERCEPTION AND EVALUATION OF ARTIFICIAL NIGHT LIGHT IN URBAN OPEN AREAS

*Author(s):* Melita Rozman Cafuta

*Affiliation:* Faculty of Civil Engineering, University of Maribor, Maribor, Slovenia

*Key words:* Artificial night light, urban environment, mental picture, illumination evaluation, visual perception

*Abstract:* The article explores holistic approach of understanding the importance of qualitative lighted urban environment. Night illuminations have an important visual potential. A night city appears quite different as during daytime. A concept of urban landscape is not only material reality, but it is also a mental structure that results subjective perception. Analytical research work discovered that environment perception differs during day and night. In the evening, attention is focused on light effects. Only illuminated points act as landmark. Both, bright and dark surfaces have an impression of districts. The role of main paths overtakes illuminated corridors. Recognition of nodes and edges is depended of the lighting intensity. The article represents different illuminated examples and provides guidance for qualitative lighting of urban open areas. Methodology of city lighting evaluation was developed during research work. The paper delivers an explanation of evaluation criteria which were considered. The research results show, that appropriate lighting arrangements are: suitable to everyone, environmental acceptable and cost-effective. Only such lighting arrangements provide best living condition to all and have development potential. The study results are useful as an innovative approach in spatial design. Clever lighting solutions allow achieving a high level quality at low energetic costs. Lower costs mean effective contribution to economic growth that stimulates urban development.

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*Category:* Authors Review

*Title:* IMPLEMENTING AN INTEGRATED MODEL OF PROJECT ASSESSMENT IN COMMUNICATION PROCESS FOR SELECTION OF QUALITY PROJECT PROPOSALS

*Author(s):* Matej Požarnik<sup>1</sup>, Urška Sešek<sup>2</sup>, Lea Robič Mohar<sup>1</sup>

*Affiliation:* ProFUTURUS d.o.o., Maribor, Slovenia<sup>1</sup>, Faculty of Arts, University of Ljubljana, Ljubljana, Slovenia<sup>2</sup>

*Key words:* cohesion policy, public call, project, project proposal assessment

*Abstract:* In preparing proposals in response to public calls for drawing on EU structural funds, the key question is how to assess the proposals so that the right projects will be selected. In this paper we analyse the classical project proposal assessment model and develop the integrated model. We study the issue how to select the projects which will increase economic activity and competitiveness, consolidate human potential and bring about new knowledge and technological innovation. Because supporting unsuccessful projects and rejecting promising ideas is detrimental to economies at national level, it is necessary to develop an assessment model which will reliably distinguish between strong and weak projects while leaving no room for bureaucratic error. The purpose of the integrated model of project proposal assessment presented in this paper is to support both investors and assessors. Its key feature is a comprehensive approach in which evaluation does not begin only once the business idea is fully developed, but builds up value gradually, from inception to sustainable impacts. Each of the phases consolidates the knowledge and experience of the investor, call issuer and assessor.

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*Category:* Professional Paper

*Title:* WEBQUESTS IN FOREIGN LANGUAGE LEARNING.

A CULTURAL-GEOGRAPHICAL SCENARIO FOR TEACHING GERMAN AS A FOREIGN LANGUAGE

*Author(s):* Mateja Žavski Bahč

*Affiliation:* Faculty of Arts, University of Maribor, Maribor, Slovenia

*Key words:* Didactics, teaching German as foreign language, ICT, WebQuests

*Abstract:* Every individual living in the 21st century is in private or professional life every day confronted with different media representing a large part of ICT. Even in school education a trend towards an accelerated use of media-based learning content is recognizable. WebQuests appear to be an efficient example for the use of ICT, as they enable the learners to deepen their expertise in the field of ICT. In the present article WebQuests are presented as a learning method in foreign language classroom, integrating different learning techniques into the learning process. In the introduction it is described how the teachers in Germany deal with the mentioned technologies. The following theoretical chapters

describe the working method WebQuest more deeply. First, the term is defined exactly. This is followed by a classification of WebQuests. Then the constructivist foundations of the didactic model are presented. This is followed by a discussion of the various phases of work in the process of creating WebQuests. In each phase a concrete example of a national heritage theme is integrated in order to illustrate the different phases. In the next chapter the advantages of this method are listed and explained in more detail. In the conclusion the findings from neuroscience concerning the positive impact of the Internet on the learning process is discussed, endorsing the use of ICT in school education.